

FocusPoint Overview

Welcome to FocusPoint™ for SAP Business One

Focused Impressions

Founded in 2014 by eCommerce entrepreneurs, Focus Impressions meets evolving B2B and B2C eCommerce needs. 100%-focused on serving the SAP community, our team of SAP-certified solution veterans are domain experts in eCommerce behaviors. We bring this combined knowledge to bear in FocusPoint — built exclusively for SAP Business One®.

- Built exclusively for SAP Business One
- Integrated with SAP tools
- Deeply integrated with business processes
- Certified for SAP Business One
- Selected by SAP for the Cloud Industry Package

Automated Social Media Integration

FocusPoint gives your sales and marketing programs an added lift. A simple post click extends your marketing programs, product announcements, and all customer-facing communications to a broader audience of buyers.

Hosted on Microsoft Azure

You can rely on built-in security controls and intrusion detection to protect against threats.

Selected by SAP for the Cloud Industry Package

FocusPoint is an affordable, single platform for B2B/B2C eCommerce and marketing with multi-channel capabilities that's easy to use.

Zero Development Time

Using SAP integration tools to SAP Business One ensures fast implementations and automatic updates to the latest version of SAP Business One.

Out-of-the-box Performance

No custom coding required for managing the complete eCommerce life-cycle including marketing, analytics, social media, third-party logistics, and warehousing.

Cloud and On Premises Versions

Flexible installation options fully support SAP Business One versions 9.1 and up (including SQL).



Fully Integrated Point-of-Sale

All data in SAP Business One — pricing, inventory, and SKUs — instantly feed into a POS system.

On-demand Customer Webstores

Setup webstores in minutes at no additional cost. Guided product customizer and pixel-perfect images quickly drive sales and enhance the customer experience.

Bi-directional Connectivity with SAP Business One

Maps to any SAP field; includes 8 integration points with 60-plus objects and a self-service portal for immediate invoicing and payment from Order History to Open Invoice to Payment by credit card.

FocusPoint is available from:



Bulk Order Processing, Localized Sales Tax & Shipping

Complete order fulfillment — scalable for peak traffic times.



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SAP® Certified
Integration with Applications on SAP HANA*

