

# FocusPoint Overview

## The Fastest Growing eCommerce Solution for SAP Business One on the Market

### Focused Impressions

Focused Impressions was founded to provide SAP Business One customers globally with a fully integrated and adaptable eCommerce platform enabling them to grow their business. We built FocusPoint<sup>®</sup>- the first certified B2B/B2C/D2C eCommerce and marketing solution exclusively for SAP Business One<sup>®</sup>.

- **Built exclusively for SAP Business One**
- **Integrated with SAP tools**
- **Deeply integrated with business processes**
- **Certified for SAP Business One**
- **Configurable integration handles any User Defined Object/User Defined Field**

### Self-service Portals and Webstores

Tight integration to SAP Business One enables setup of customer and self-service portals and webstores in just minutes vs. the days it takes with other solutions. Plus - you can setup as many webstores and microsites as you need at **no additional cost**.

### 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/D2C eCommerce and marketing with multi-channel capabilities that's easy to use.

### Eliminate eCommerce Upgrades

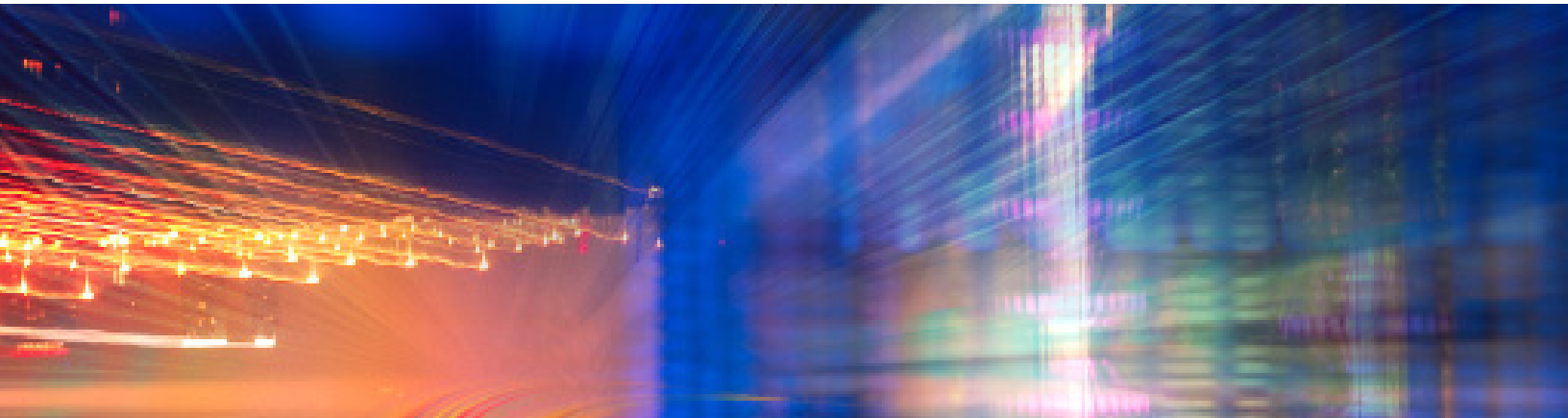
Using SAP integration tools to SAP Business One ensures fast implementations and automatic updates to the latest version of SAP Business One.

### 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.

### 100% Support

FocusPoint supports all versions of SAP Business One 9.1 and up, HANA, and MS SQL.



### Fully Integrated Point-of-Sale

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

### Social Media Integration

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

### 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\*

