



Powerful e-Commerce Platform For Businesses & Effective Customer Experience

OVERVIEW

ComEx (Commercial Exchange) is an e-commerce digital platform built for businesses that have online digitalization strategies which require a flexible application enabling them to connect with customers for B2B or B2C transactions.

COMEX connects economic communities to value-adding services through networks with markets and products through user-friendly, intelligent, efficient and flexible ICT-based services cutting across various functions and access devices.

CHALLENGES ADDRESSED BY COMEX

- Inadequate access to product supply
- Weak direct networks with ecosystems
- Limited real-time information on stock availability
- Inflexible pricing

CAPABILITIES



Integration-ready

ComEx can be integrated with third party applications and ERPs for improved process streamlining cross-platform



Fully responsive

ComEx fully adapts to all view-ports for an optimised browsing and online shopping experience



Wide Payment Options

ComEx ships with payment gateway integrations, including Paynow for flexible local and international payments



Localised support

Get expedited local support when scaling or expanding application, with round-the-clock application support



Global access

ComEx can be accessed from anywhere, and anytime, including full functionality for back-office processes

MORE INFORMATION

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APPLICATION MODULES



ONLINE SALES CART

Modern, simple shopping cart functionality with wish-lists and abandonment tracking



PAYMENTS

Payments allows shoppers to comprehensively manage their preferred funding methods



PRODUCT INFORMATION MANAGEMENT

Comprehensively manage and display relevant product details which aid conversion



ORDER MANAGEMENT

Receive and take actions on orders in real-time through in-built work-flows for expedited order processing



MARKETING

Run in-platform promotions and campaigns, and increase sales through multi-touch campaigns



REPORTING & ANALYTICS

Track multiple commercial KPIs including sales, profitability, order statistics and order values



LOGISTICS MANAGEMENT

Manage order fulfilment from dispatch to delivery, with dynamic tracking

BASELINE PLATFORM FUNCTIONS

Function	Processes Requirements	Processes
Peer Communities ● Register as a trader/ Retailer/ Supplier/ Wholesaler and final consumer highlighting location ● Declare extent of good and services they can supply ● Indicate industry of interest ● Indicate actual activity type ● Multi-channel access registration	● Details are submitted to central repository, ● Submitted details are verified and validated ● Amendments are made where found necessary ● Correct details are committed to the central repository ● SMS registration	● Online registration app ● SMS Registration
Requisitions ● Indicating minimum order level ● Determine required amount per order	● A standard template/model stock requisition form is generated capturing key amounts of stock levels ● The model budget is authorized and secured ● The model requisition form is saved into the central repository	● Interactive stock reorder templates
Quotations ● Set by step activities in the pricing of required goods. ● Customized by user, quotation forms to attach.	● A standard template on how to present quotations ● The model quotation template is authorized and secured ● The model template guide is saved into the central repository	● Online access
Stock management ● Knowledge of current stock balance ● Means to contribute to the above	● A running balance to be fetching information from sales module and storeroom balance ● The above details are validated and authorized	● Database of all stocks ● Online access
Facilities ● Add to Cart function ● Online payments ● Integration with secure payment gateways	● Traders are able to add products to their cart before checkout ● Selected products can be bought online	● Product delivery methods ● Terms and conditions

End to End Offerings	• A selection of services from the platform • A feedback of quotations • Best price and reputation matrix enables buyers to source efficiently
Marketplace	• Available products categorized by department/product • Variety of products • A catalogue of online products • Online access
• Knowledge of allied Service Providers • Means to contribute to the above	

COMMUNICATION & INTERACTION ACTIVITIES

Function	Process	Enabler
Alerts	Compose and store alerts templates for: • Stock level • Delivery notification • Invoices paid • Prices	Email
Offerings		
Collaboration	• Enable communication between peer traders, trader cooperatives • Social networks collaboration	• Online forum • Create online blogs • Interfacing to social networks
Knowledge Management	• Knowledge management- prevailing prices, products, economic environment, etc • Interactive way of queering that knowledge	• Interface to knowledge management systems.

BUSINESS VALUE

1

Increased Sales

Simple, comprehensive shopping experience increases sales and reduces customer cost of acquisition

2

Improved Resource Planning

Real-time process and performance insights improve ability to plan and allocate resources

3

Improved customer satisfaction

Data-driven dynamic views on prices, trends, effectively provide memorable experiences

4

Improved stakeholder value

Traders on the platform enjoy real-time access to sales to inform promotion and offering design

5

Cross-trading

Business-to-business transactions are easily transacted with ecosystems owing to multi-profile support

UNDERLYING TECHNOLOGY

ComEx is an open-source 'build' of PHP, with a robust security protocol to ensure extensibility of the application as well as keeping customer data safe. The application can be integrated with ERP solutions. In addition, the technology allows for multi-channel access by various stakeholders onto the platform.

TALK TO A COMEX EXPERT TODAY

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