

# Venditan Commerce

## Feature List

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### Contents

#### Inventory & Stock Management

##### Inventory Specific Features

Standalone or Bundled and Grouped Products

Pricing

Downloaded/Digital Products

Product Attributes

Stock Settings

Cost Pricing

Powerful Product Tagging System

Product Content

Pre-order Products

Bulk Create Products

Product Media

Product Reviews

Back In Stock Notifications

Regional Availability

WEEE Categorisation

Product & Shipping Weights

Open Orders

##### Stock Management Specific Features

Unlimited Stock Locations

Handheld Devices



**Venditan® Commerce**

Every channel. One great customer experience

Branch Replenishment Between Stock Locations

Supplier Management

Supplier Replenishment

Internal Shipping Requests (ISRs)

Purchase Order Management

Goods Received Notes (GRNs)

Request to Purchase

Visual Stocktaking

Stock Snapshots

Re-order Alerts

Barcodes

Stock Exception Report

Third Party Supplier Integration

Third Party Stock Integration

## Ecommerce

### Ecommerce Features

Multiple Storefronts/Websites

Internationalisation

Marketplaces via M3

Responsive Design

Content Management System

Search Engine Friendly

Speedy Websites

Quickly Browse and Find Products

Product Merchandising

Visual Merchandising

Product Ratings and Reviews

Social Sharing

Shopping Cart

Recently Viewed Items and Recommended Items

Basket Abandonment

Offers & Promotions

Pricing

Multi-faceted Navigation

Site Search

Search Redirects

Simple, Optimised Checkout



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Payment Options

Payment Security and Fraud Prevention

Shipping

Click and Collect/Reserve and Collect

Customer Communication with Rapport

Customer Accounts

Email Marketing

Affiliates

Amazon-like Marketplace

## Order Management

### Order Management Features

Create, Edit and View Orders

Quotations

Storefront Order Number Prefixes

Invoices and Picking Slips

Order Notes

Order Fulfillment System

Returns Management

Order Placed Email Notifications

Support for Workshop Assembly

## Customer Relationship Management (CRM)

### CRM Features

Feature-rich Customer Account

Customer Account History

Customer Notes

Customer Task System

Create and Edit Orders

Password Reset

Communication History

Telephone Orders (MOTO)

Customer Reports

Customer Types

Merge Customer Accounts

Loyalty Scheme

Customer Tags

Customer Segmentation

Disable Customer Accounts



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Batch Export of Customer Data

Analytics & Reporting

Analytics & Reporting Features

Sales Reporting

Payment and Transaction Reports

Tax Reports

Offer Reports

E-Voucher Reports

Stock Management Reports

Customer Reports

Scheduled Reports

Audit Trail

Google Analytics

Cross Device Tracking

Admin Dashboard

Customised reports

Application Interface (API)

Users and Permissions

Electronic Point of Sale (EPOS)

EPOS Features

User Access

Purchases, Refunds and Exchanges

Suspend/Resume Transactions

Sale Cancellation

Discount Sales

Special Customer Pricing

Payment Types

Offers and Promotion Codes

Receipts

Petty Cash

No Sale Till Draw Access

Product Browsing

Hotshots

Product Stock Levels

Low Stock Level Notifications

Customer Browsing

Reporting

# Venditan Commerce

Venditan Commerce is an end to end PaaS (Platform as a Service) that helps retailers unify their offerings by connecting ecommerce with their offline stores and other marketplaces to better manage inventory, orders, customer service, merchandising, marketing and financials.

## Inventory & Stock Management

The Venditan Commerce platform offers inventory visibility across multiple stores and warehouses making sure you know where each piece of inventory is located. This can help improve customer experience across your business from helping you to accurately predict when a customer's order will be delivered to understanding when you may need to replenish stock overall, or for a particular location.

### Inventory Specific Features

- **Standalone or Bundled and Grouped Products**

Setup stand alone products and product groups containing parent and child inventory items or create dynamic BoMs (Bill of Materials) from multiple stand alone products.

- **Pricing**

Venditan Commerce has an advanced pricing system that includes many features including:

- Tiered pricing
- Set different prices for different customer groups
- Set discounted and sale prices
- Have different prices for a product based on what storefront the product is getting displayed on
- Set pricing restrictions based on brand, department, season and product
- Timed pricing for advance pricing planning
- Set different pricing across different marketplaces and different currencies

- **Downloaded/Digital Products**

Setup downloadable products and generate samples. For example create an eBook that can be sold and downloaded from your website and allow users to preview the eBook before purchase.

- **Product Attributes**

Create as many product attributes as you like and assign them to product attribute sets (eg. per category) to speed up the product creation process.

- **Stock Settings**

Set minimum, maximum and ideal stock levels for inventory items by store or location.

- **Cost Pricing**

Flexible cost price management allowing you have estimated cost prices, cost prices per supplier and Venditan Commerce will also record the actual cost price of each inventory item booked in.

- **Powerful Product Tagging System**

Tag products and create tag groups, to display products on particular pages on your website or display offer banners.

- **Product Content**

Edit product content per storefront or marketplace allowing you to generate the right content for the right marketplace and avoid duplicate content issues across your different marketplaces.

- **Pre-order Products**

Set products to be pre-order, allowing users to either browse the product online before it can be sold, or pre-order the item online.

- **Ordered on Demand**

Sell products online that are not in stock at your warehouse or stores, but are in stock at your suppliers.

- **Bulk Create/Edit Products**

Upload a CSV containing new products or updates to products already existing in the system. Allowing you to easily edit your product content in a spreadsheet and then upload it to Venditan Commerce.

- **Product Media**

Upload unlimited product images. Venditan Commerce will resize them and optimise them specifically for your website as well as store the original media you uploaded. All media is served via a CDN (Content Delivery Network) which is secure and cloud based meaning less stress on your web server during busy periods. Venditan Commerce also supports product videos.

- **Product Reviews**

Allow for product reviews on your website as well as moderate them, only showing the reviews you wish to show. Integration with third parties such as Bazaar Voice and Trustpilot.

- **Back In Stock Notifications**

Let a user know via email or SMS when an inventory item is back in stock, this can be set up to be sent as an automatic message as soon as stock is booked in or triggered at a later date.

- **Regional Availability**

Set products to only be available in specific regions and locations. For example if there are restrictions in place that prevent you from selling an item in a specific country or region.

- **WEEE Categorisation**

Support for WEEE categorisation when selling electrical goods to the UK and Europe.

- **Product & Shipping Weights**

Set actual product weights and shipping weights across categories and departments.

- **Open Orders**

View open customer orders for a particular product, bundled product or grouped product.

- **Inventory Analysis Tool**

Use the Venditan Commerce inventory analysis tool to understand your stock holding across the business, so you can better manage your marketing resources. For example to better understand your slow and fast movers and what stock you have where.

## **Stock Management Specific Features**

Venditan Commerce has an advanced stock management and warehousing module that allows you to keep track of stock levels and move stock around your business. This will help you to replenish stock at your stores and warehouses efficiently whilst also shipping orders to customers quickly whilst being able to accurately predict dispatch dates.

- **Unlimited Stock Locations**

Create unlimited stock locations including warehouses and stores.

- **Handheld Devices**

Use our handheld devices to scan stock for stock taking, stock movements and stock replenishment etc.

- **Branch Replenishment Between Stock Locations**

Setup automatic branch replenishment between stock locations based on sale volumes where you can replenish a stores stock based on what was sold the previous day. Base replenishment on minimum, maximum or ideal stock levels. Or you can replenish based on product segments. For example if a store is getting low on t-shirts or jeans. These processes can also be moderated.

- **Supplier Management**

Create suppliers and supplier financials including credit limits and currencies.

- **Supplier Replenishment**

Allow Venditan Commerce to manage stock replenishment via your chosen suppliers. Identify when inventory needs ordering and create purchase orders to send to your suppliers.

- **Internal Shipping Requests (ISRs)**

Automatically propose ISRs based on stock availability across locations. For example if an order is placed and there is no stock to fulfil the order at your warehouse but there is stock at one of your stores. Venditan Commerce will automatically propose an ISR of stock from your store to the warehouse. You can also carry out manual ISRs to transfer stock around the business.

- **Purchase Order Management**

Manage all purchase orders with your suppliers through Venditan Commerce. You can have multiple purchase orders lines per purchase order, update your purchase line quantities and delivery dates at line level, and add preferred inventory bins for an item.

- **Goods Received Notes (GRNs)**

Process GRNs from suppliers in Venditan Commerce and scan your goods barcodes directly into the platform.

- **Request to Purchase**

Sell items that you don't have physical stock of on your website. Venditan Commerce will add this items to a request to purchase screen where you can see what items need to ordered from your suppliers. You can also automatically add request to purchase items to a purchase order for your supplier, speeding up the order process.

- **Visual Stocktaking**

Support is for visual stocktaking, stock take a particular bin or location and manually update the stock quantities in Venditan Commerce.

- **Stock Snapshots**

Take stock snapshots of bins and locations using the handheld scanner and compare this to stock numbers in Venditan Commerce. Decide whether to write off or book in stock based on your snapshot.

- **Re-order Alerts**

Configure Venditan Commerce to send you re-order alerts when stock for a particular item drops below a certain threshold.

- **Barcodes**

Generate and print GS1UK barcodes for your inventory items.

- **Stock Projection Report**

Run reports on stock items to calculate sales demand and determine if you need to order more or less of the item.

- **Third Party Supplier Integration**

Venditan Commerce can directly integrate with your suppliers to get product data and stock data. Allowing you to get an idea of what is in stock at your suppliers warehouse and how long it will take you get it in stock. Venditan Commerce can get supplier stock data in a number of different way including manual upload, via an FTP, API or URL.

- **Third Party Stock Control System Integration**

Use another platform to manage your stock? No problem, we have successfully integrated with many stock control systems over the years including Fashionmaster, RetailIT, Touch Retail, Futura, Shopmaster, RetailJ, Retail3 and Figure Gemini.

## Ecommerce

Your website is often the first place customers will go to either shop or find out more about you. We believe it is important to give you as much control over your ecommerce website as possible to give your customers the best and relevant experience across web and mobile channels.

## Ecommerce Features

- **Multiple Storefronts/Websites**

Manage multiple storefronts and websites from one platform, each storefront can have it's own domain, products, language, currency and branding. All customer orders from any storefront is managed by a single platform.

- **Internationalisation**

Expand your ecommerce offering across Europe and the world. Venditan Commerce supports a variety of languages and currencies and will manage exchange rates and different tax rates.

- Support for localisation, multiple currencies and tax rates
- Support for multiple languages
- Configurable list of allowed countries for site registration and shipping destinations
- Country specific delivery rates and couriers

- **Venditan Commerce M3 Platform**

Push your inventory to different marketplaces including Google Shopping, Ebay and Amazon. Features of M3 include:

- List specific products on marketplaces such as Amazon, Ebay and Google Shopping
- Daily product readiness reports detailing issues with products that could not be listed on a specific marketplace
- Details on minimum data requirements per marketplace
- Map your categories and departments to those required by the marketplace
- Orders placed on a marketplace are downstreamed into Venditan Commerce to be processed
- Reporting and statistics based on product data and health
- Have different product descriptions across marketplaces
- List the condition of an item for eBay

- **Responsive Design**

All our websites are built to display beautifully across all devices including desktop computers, laptops, tablets and smartphones without the need for a mobile version of the website.

- **Content Management System**

Manage all the content across your site from page layouts, to banners, to blog articles, even down to your privacy policy. You can choose from different page layouts or start with an entirely blank page, you can work on drafts and publish them when ready or schedule content to go live at a particular time on a particular day. Run a blog and show your authors and

author profiles and allow users to comment on your content.

- **Search Engine Friendly**

All our websites are designed and built with search engines in mind. You have full control over your meta content, redirects, content and we make sure there are no duplicate content issues. Some of Venditan Commerce search engine optimisation features are as follows:

- Full control over all meta content and page titles for products, listing pages and content pages
- Optimised Google XML sitemap, updated and submitted on a daily basis
- Search engine friendly URLs
- Robots.txt configuration and management
- 301 redirect management
- Integration with Google and Bing webmaster tools
- Article and blog content management system
- Full support for Google's structured data markup

- **Speedy Websites**

Super fast scalable ecommerce websites hosted on Google's Cloud Platform, images served from Amazon's content delivery network and caching.

- **Quickly Browse and Find Products**

View product and stock information on the product listing pages and easily click through to the product to find out more information and add to your basket. Filter products using our multi-faceted navigation.

- **Product Merchandising**

Layout your product listing pages how you like them, putting your most popular products at the top of the page.

- **Visual Merchandising**

Show off a product with multiple images and video, overlay badges on your products to enhance features and offers.

- **Product Ratings and Reviews**

Use the Venditan Commerce in-built ratings and reviews system. Venditan Commerce also supports integration with third party review platforms like Bazaar Voice, Feefo, Trustpilot or Ekomi.

- **Social Sharing**  
Allow customers to easily share your products and content on the most popular social networks.
- **Shopping Cart**  
Users can easily add products to their basket and view the contents of their basket from every page on the website.
- **Recently Viewed Items and Recommended Items**  
Let users see what items they have recently viewed or recommend users other products based on the products they are looking at.
- **Basket Abandonment**  
Identify users who abandoned their basket and automatically send them an email tempting them back to complete their purchase.
- **Offers & Promotions**  
Set up offers and promotions including percentage off offers, buy one get one free offers, promotion codes, free delivery options and limit them to particular products, periods of time and customers.
- **Pricing**  
Set pricing up to display differently across different websites, departments, brands, season and customer types and automate price to change at different dates and times
- **Multi-faceted Navigation**  
Allow your users to find the products they want quickly and easily using our simple product filters. You can create search filters on all product attributes.
- **Site Search**  
Users can quickly find what they are looking for using our advanced site search with Elastic Search returning highly relevant results. Elastic Search also supports auto-complete searching, misspellings and offers suggestions based on what you have searched for, if there are no exact results.
- **Search Redirects**  
Identify popular product and category searches and automatically redirect them to the relevant page.

- **Simple, Optimised Checkout**

Allow users to quickly checkout, by either creating an account or a guest account. The checkout supports gift message and gift wrapping options.

- **Payment Options**

Secure payment options with Mastercard Payment Gateway Services (formally Datacash) including paying with a saved card. Configure whether or not you would like to take the money upfront or on invoice of an order. Payment options include:

- Visa
- Mastercard
- Solo
- American Express
- Paypal
- Amazon Payments
- Cheque
- Bank transfers
- V12 Finance integration
- E-Vouchers

- **Payment Security and Fraud Prevention**

Payment and customer data is encrypted with a 256-bit Thawte SSL certificate. You can also configure address verification for payments and CVS along with 3DSecure to prevent fraudulent transactions. We also integrate with other 3rd party payment processors,

- **Shipping**

Venditan Commerce has a powerful shipping module with support for unlimited delivery options. Delivery options can be determined by simple or advanced rule sets based on shipping location, weight, order value and quantities. You can set the prices for delivery options and even chose the currency. We integrate (this includes the printing of labels, generating pre-advice files and manifests) with a number of couriers including:

- Royal Mail
- DHL
- Fedex UK
- DPD

- UPS

- **Click and Collect/Reserve and Collect**

Venditan Commerce supports click and collect ordering, and will inform users once an order is ready for collection at their nearest store or warehouse.

- **Customer Communication with Rapport**

Keep customers up to date with every step of their order with Rapport, the customer communication system that incorporates both email and SMS. Features include:

- Send emails, SMS or both at each stage of the order (placed, picking, shipped)
- Update the customer if there is going to be a delay to their order
- Send the customer personalised updates on their order, including photos of their products
- Mobile friendly web interface that shows a timeline to the customer of all messages and order updates related to their specific order
- Use Rapport to upsell products and services to the customer
- Manage message types and update the content of all your message templates
- Integrated with Mandrill to ensure high deliverability rates of your transactional emails

- **Customer Accounts**

Customers can securely create an account with an email address. From here they can manage invoice and shipping addresses as well as view order statuses, manage their product wishlist, manage any marketing subscription data and view loyalty scheme points, vouchers and information. Users can also create an account/login using their Facebook or Google details.

- **Email Marketing**

Allow users to sign up to your mailing list either by signing up as a user on the site or a simple sign up.

- **Affiliates**

Integration with major affiliate networks including Webgains and Linkshare.

- **Amazon-like Marketplace**

Get merchants to sell their items on your website with the Venditan Commerce marketplace solution. Merchants will have access to their own user interface to manage products, fulfil orders and deal with returns. Venditan Commerce also generates NPS (net proceeds of sale) reports.

- **Third Party Integrations**

We integrate with a number of third parties including More2, Adestra, MailChimp and Pure360.

- **Syndication Widget**

Run your own affiliate program using the Venditan Commerce syndication widget. Allowing other website administrators to display your products in banners on their websites.

## Order Management

Venditan Commerce provides an order management system that helps you to provide your customers with an excellent service. With customers' omnichannel fulfilment expectations rising all the time the Venditan Commerce order management system allows you to fulfill orders quickly and efficiently, whilst keeping your customers up to date every step of the way, meeting their online shopping expectations.

### Order Management Features

- **Create, Edit and View Orders**

Use the Venditan Commerce simple user interface to quickly create, edit and view orders.

- **Quotations**

Create order quotations to inform customers of the price of an order, go back to the quotation at a later date to place the order.

- **Storefront Order Number Prefixes**

Set different prefixes to your order numbers determined by storefront or marketplace.

- **Invoices and Picking Slips**

Print invoices and picking slips from Venditan Commerce in a format that is suitable for you.

- **Order Notes**

Add notes to orders and complimentary notes to order documentation.

- **Order Fulfillment System**

Venditan Commerce has advanced pick, pack and ship functionality and fully integrates with a number of top couriers to get your items shipped across the world.

- **Delivery Date Change Notification/Detection System (DDCN/D)**  
An intelligent and configurable notification system which keeps customers up to date about their order if there is a change to their predicted delivery date. This can either be sent via email or SMS.
- **Split Orders**  
Automatically split orders if there is a different lead time on the products or if the items are coming from different locations.
- **Email Notifications**  
Emails sent at various stages of the fulfillment lifecycle including order placed and order dispatched emails.
- **Picking Groups**  
Configurable picking groups allowing you to prioritise orders and assign pick groups to specific people.
- **Batch Processing of Orders**  
Process orders in batches and print off picking slips, invoices and shipping labels in batches as well.
- **Customisable Picking Slips**  
Set the layout of your picking slips to show the information you need to efficiently pick orders.
- **Automatic Picking**  
Support for automatic picking.
- **Missing Items Process**  
Easily remove items from orders that are missing and also from your stock. Inform the customer about the missing item from their order via email.
- **Single Click Order Fulfilment**  
Pick, invoice and dispatch an order with the single click of a button.
- **Multi-stock Location Order Fulfillment**  
Fulfil orders with stock from multiple locations and warehouses.

- Support for High Throughput Fulfillment Centres

Whatever throughput you throw at Venditan Commerce we'll be able to deal with it.

- **Returns Management**

Process and authorise all returns, exchanges and refund through Venditan Commerce, and either mark returned stock as damaged or put it back up for sale. The customer will also be kept up to date with the progress of their return.

- **Order Placed Email Notifications**

Venditan Commerce will send you and your team an email or SMS every time an order has been placed on your website.

- **Support for Workshop Assembly**

Assemble products and mend products using your own stock and place customer orders for the parts required.

## Customer Relationship Management (CRM)

Understanding your customers needs and helping them when they get in touch is all part of providing a good customer service. Venditan Commerce stores all your customer data and presents it in a clear simple view, so you can quickly see past orders, any past communication and the balance on their account. You can also use Venditan Commerce to help understand your customer database using the built in segmentation tool. Having all your customer data stored in one place allows you to get a better understanding of your customers' preferences.

### CRM Features

- **Feature-rich Customer Account**

See all of a customer's information on one screen.

- **Customer Account History**

See a list of all orders, payments, refunds and order statuses.

- **Customer Notes**

Keep notes on customer accounts detailing times they have contacted you and what about.

- **Customer Task System**

Assign tasks to be carried out for specific customers and set your self reminder alerts and notifications.

- **Create and Edit Orders**  
Easily create new orders for customers, or edit orders they have already placed.
- **Password Reset**  
Reset customers passwords with the click of a button.
- **Communication History**  
See every email that has been sent to a customer from the system and easily resend the email if needed.
- **Telephone Orders (MOTO)**  
Place telephone orders for a customer and process the payment over the telephone.
- **Customer Reports**  
View spending reports and outstanding invoices reports for specific customers.
- **Customer Types**  
Create customer types and assign customers to them.
- **Merge Customer Accounts**  
If a customer has two accounts, you can merge the accounts and choose which one should be the master account.
- **Loyalty Scheme**  
Allow your customers to join your loyalty scheme which can be managed within Venditan Commerce, or we can integrate with other existing loyalty programmes you may have.
- **Customer Tags**  
Tag customers and assign them to certain tag groups, allowing you to easily identify a particular set of customers.
- **Customer Segmentation**  
Venditan Commerce has a built in segmentation tool that allows you to export customer data or tag customers based on a specific set of rules, like when they last purchased, if they have purchased a particular brand between dates etc.
- **Disable Customer Accounts**  
Disable accounts if they are no longer required, or if they are fraudulent.

- **Batch Export of Customer Data**

Venditan Commerce gives you the ability to export all of your customers or a segment of your customers to a CSV file.

## **Analytics & Reporting**

Without information and data it is difficult to make decisions that help move your business forward. Venditan Commerce has a large selection of default reports that can contribute to the decision making process, we also integrate with Google Analytics so you can monitor how your website is performing.

### **Analytics & Reporting Features**

- **Sales Reporting**

Simple and advanced configurable sales reports.

- **Payment and Transaction Reports**

View orders by payment type and what the stage the transaction is at.

- **Tax Reports**

View tax reports broken down by country.

- **Offer Reports**

View how often an offer or a promotion code was used and how much revenue a particular offer made.

- **E-Voucher Reports**

View all purchased and redeemed e-vouchers.

- **Stock Management Reports**

Various stock management reports, reporting on top sellers and stock levels.

- **Customer Reports**

Various customer reports available to track high value customers and customers with outstanding balances.

- **Cash Flow Report**  
View your cash flow and report on a period of time..
- **Scheduled Reports**  
Set a time and date you would like a recurring report to run.
- **Audit Trail**  
Report on what users have carried out what actions within the system.
- **Google Analytics**  
Full Google Analytics integration including ecommerce tracking.
- **Cross Device Tracking**  
Use Google Analytics to track users across devices.
- **Admin Dashboard**  
Save your top reports to the Dashboard within Venditan Commerce.
- **Customised reports**  
Allow Venditan Commerce to develop bespoke reports tailored to your needs.

## Application Interface (API)

Venditan Commerce is an extremely flexible retail system, data in the system can be extracted or added using our API which means that you can easily integrate Venditan Commerce with your existing website or any other third parties that you may use.

We have extremely detailed API documentation which we can provide to third parties.

## Users and Permissions

Set up unlimited users, user groups and user profiles. Give users access to the parts of the system they need and audit what actions users have taken in the system. You can also limit a user's access to a particular location. For example if a user works at a particular store or warehouse they will only be able to see orders or stock at that location.

# Electronic Point of Sale (EPOS)

Venditan Commerce has an EPOS system that is built directly into the platform. This means that sales and stock sold in your store will instantly be updated in the platform and if required can automatically change the availability of products on your website.

## EPOS Features

- **User Access**

Each user of the till will have their own access credentials which allow you to monitor sales.

- Support for unlimited users
- Sign in with a user pin and password
- Sign in with the scan of a barcode
- Configurable auto logout options
- Single click access to the Venditan Commerce admin panel

- **Purchases, Refunds and Exchanges**

Process sales, and returns. Refund cash or on to a credit or debit card or exchange the item for something different.

- **Suspend/Resume Transactions**

Pause a transaction and come back to it later.

- **Sale Cancellation**

Cancel transactions and refund money if necessary.

- **Discount Sales**

Discount a product(s) at the point of sale or offer a discount across the whole transaction.

- **Special Customer Pricing**

Configure special customer pricing in Venditan Commerce for use at your tills.

- **Payment Types**

Take payments by credit/debit cards, cash, vouchers and evouchers (use evouchers generated by Venditan Commerce).

- **Offers and Promotion Codes**  
Allow in store customers to use promo codes and offer coupons at your tills.
- **Receipts**  
Print receipts with every transaction, generate gift receipts and reprint receipts if necessary. You can also configure the footer of your receipts to include any messaging you would like.
- **Petty Cash**  
Petty cash module include with support for withdrawal reasons and automatically calculated cash difference.
- **No Sale Till Draw Access**  
Access the till draw without a sale going through the till.
- **Product Browsing**  
Search for products if you are signed in to the till or not.
- **Return Web Orders In-Store**  
Refund a balance from a web order in Venditan Commerce through the till. You can refund using the original payment method or different payment method.
- **Dispatch Web Orders**  
Dispatch web orders directly from the till, meaning great support for click and collect.
- **Hotshots**  
Support for hotshots (single click add-to-transaction for special products).
- **Product Stock Levels**  
Access product stock levels and stock matrix directly from the till.
- **Low Stock Level Notifications**  
Configure low stock level notifications to appear on the till when certain products get below a stock threshold.

- **Customer Browsing**

Create, edit and view customer data from the till on Venditan Commerce. Search for customers using name, address or email address.

- **Reporting**

Venditan Commerce has a number of reports that can be run from the till including:

- Product replenishment report
- Cashier analysis report
- Sales by hour report
- X-Read report
- Z-Read process / report
- Near real-time updates to/from the Venditan Commerce platform