Symphony ⓢ

XM Symphony. The new webstore for Sage ERP Integrated Harmony

- Real-time Sage ERP Integration
- Over 5000 Templates
- Over 100 Sites Live
- Over $100m of online orders processed through XM Developments webstores

Testimonials

"XM Symphony has streamlined product ordering and created efficiencies in the business."

Brent Backhouse
Armstrong Sport, New Zealand

"An unforeseen advantage to XM is that it allows us to give much better service to our customers. The system's quick, clear reporting capability gives us an accurate portrayal per client of the value of orders and frequency of placing an order."

Paul Vyver
ITW Industrial Packaging

"XM does more than benefit our company, it offers a multitude of benefits to our customers."

Steven Cumper
Medshop, Australia

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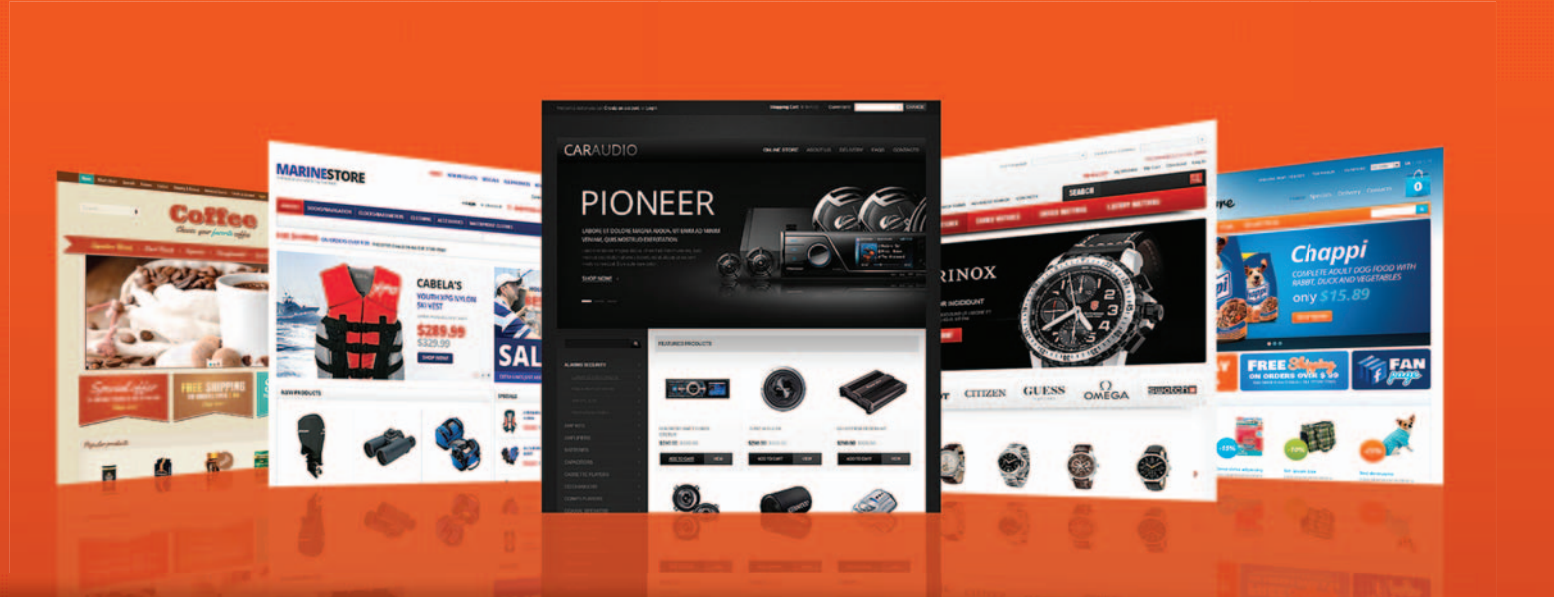
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XM Developments

In the past 8 years XM Developments has become the fastest growing– and 2nd largest – provider of integrated eCommerce for Sage ERP Accounting Systems, with over 100 integrated webstores installed across the globe. Our flagship product is XM Symphony: a customisable webstore that integrates with Sage ERP in real-time.

XM Symphony

XM Symphony is our latest technological innovation, a result of our hard-won experience, an in-depth understanding of our client base and our vision for what will be demanded of eCommerce sites in the future. XM Symphony delivers you a comprehensive, powerful yet simple to use eCommerce website that automatically replicates both to and from your Sage ERP. It's where eCommerce is headed.

Integration

XM Symphony is the only cloud-based eCommerce webstore that features real-time, two-way integration to Sage ERP functionality. It de-complicates your life – no need to manage data in two places – while also delivering the comprehensive support of Sage ERP business logic.

- Instantly and easily create an integrated Sage ERP online store and start generating significant new business now.

- Symphony's integration to Sage ERP provides automated order entry, order status updates, pricelists, volume discounts, specials, and more – all pulling from your Sage ERP in real-time. Securely bring your valued wholesale customers into your business where it matters, providing them with real-time, up to the minute, dynamic content.

- A customised and secure customer portal enables access to the information your customers need – all in real-time – eliminating unnecessary touchpoints with you and your team saving you administration costs and delivering your customers a better service offering.

- Integration leads to simplicity: XM Symphony integrates orders and pays invoices in real-time and automatically creates all relevant documentation within the Sage ERP. Instantly. No batching, no keying, no lost revenue through human error.

- Replicate in Real-time: All the data that is needed to run the store(s) is automatically replicated from your Sage ERP.

Templates and Design

We understand how crucial it is to your business to be a distinctive entity in the busy marketplace. That's why we have a host of design options to support your organisation's individuality.

- XM Symphony makes available over 5,000 different design templates, a library of cutting edge, proven graphic elements. Not only can you implement a webstore with battlefield-proven eCommerce principles, but now you can integrate it with your Sage ERP in absolute real-time. By using existing proven eCommerce templates, you can hit the ground running and get the jump on your competitors.

- XM Symphony uses all the major eCommerce template providers such as Magento, osCommerce, Zen Cart, PrestaShop, VirtueMart and OpenCart templates as well as proven successes such as Template Monster and ThemeForest...

- ...but should you already have a brand identity that you'd like to retain, just talk to us about how it can be incorporated into XM Symphony.

- We've worked with a significant number of eCommerce sites across a range of industries. Feel free to talk to us when making your template and design decisions; we're happy to steer you toward something that best represents your business and will have major impact on existing and potential clients. And, then, on your bottom line.

- The widely-adopted web site editor CKEDITOR is used throughout XM Symphony to facilitate dynamic content creation and simple, intuitive management.

- However you journey through the process, establishing your eCommerce site becomes as simple as:

  - You select/create/settle on a design template

  - You tell us, we apply the template

  - We populate the template with your content, products and prices

  - You populate the template with your unique imagery and brand identity

Out In Front

Search Engine Optimisation
XM Symphony features an advanced eCommerce CMS & shopping cart that offers SEO features that deliver your eCommerce website a whole lot of traffic. Attracting sales from Google, Bing, and Yahoo out front, behind the scenes Symphony's SEO-friendly CMS allows best practices like customizable H1, title and meta tags. It also automatically generates sitemaps.xml files so new products and site changes show up quickly on search engines.

The Cloud
Being cloud-based to its very core, XM Symphony synthesises superbly with the world's leading suppliers of cloud hosting. All our Symphony stores are hosted in the Amazon EC2 cloud network. We've configured the process in a way that ensures your store will always be online.

Analyse Incoming Customer Data
The advanced, built-in ecommerce analytics of XM Symphony help you keep track of your webstore's progress over time. Benchmarking your performance encourages right choices that lead to more sales. Detailed statistics include:

  - How your customers found you and where they're located

  - The URLs that refer to your online store

  - The search terms used to find you

  - Visitor #s, sorted by page hits and unique visitors

...and pushing out
The integration capabilities of XM Symphony enable you to easily and effectively push out to your customers. Using JavaScript Conditions, Symphony can provide live data to Sage E-Marketing, Blue Hornet, Campaigner, MailChimp... and many others.

- Use Google analytics to target potential customers and maximise the spend of existing ones; push vouchers, offers, loyalty rewards when and where you want, or use the power of Facebook to get direct access to key buyers.

- XM Symphony works with award-winning behavioural commerce platform SteelHouse. You can use LIVE data to instantly link tailored campaigns to individual shoppers based on their particular shopping personalities and buying behaviours.

- The Law of Attraction: use Google adwords, Facebook credits and our powerful discount coupon engine to reel in the types of clients you want, grow your database – and revenues – proactively and effectively.

Down the Back

Encrypted Integration
All your data remains secure at all times using 2048-bit encryption, and advanced port-to-port secured technology. Safe, reliable data transfers from your Sage ERP environment to and from your online store is a hallmark of XM Symphony functionality.

Business as Usual
Even in the unusual event that the connection is dropped between your Sage ERP and the webstore, the system will automatically restore connectivity and resync data from when it last replicated. The online store can still take orders even – and it would be a rare event – if your Sage ERP is not accessible. All orders/payments continue to be accepted and queued; the end user will, of course, be blissfully unaware.

Make it all about them!
Key customers are invariably on the move. XM Symphony maximises HTML 5 technology to deliver your webstore across an android, smartphone and iPhone environment. Through a customised mobile template – not an app(!) with all the restrictions an app can import –your store will look as pretty and work as effectively as it does in a web environment. Indeed you can create unique mobile content and categories from the ADMIN panel, delivering – in a secure and controlled fashion – your stunning store into eager customers' hands.

Payment integrations
Symphony and XM Payments both integrate into your Sage ERP in order to automate wherever possible. This integration includes;

  - Payments of OE and AR Invoices using credit cards and PayPal

  - Refunds of AR and OE Invoices using credit cards and PayPal

  - Credit Notes raised against Invoices

- Secure, Smart, Simple Payment Procedures - process all major credit cards simply, effectively and securely with real-time authorisation, full AVS and CVV2 supported integration and the safety and reassurance of no onsite card storage. PayPal Express is fully supported and integrates seamlessly with XM Payments software.

- Make use of advanced, sophisticated XM Symphony capabilities: execute credit card pre-authorisation, ensuring funds are available without actually debiting the client's card; and store process batch payments against credit cards – without the complication and expense of being PCI DSS Compliant.