

# Integrated Websites with Madison Web Solutions

Turn your Merlin ERP solution into a powerful online storefront,  
in partnership with Madison Web Solutions

Optional 

## Key Features:

### » **Seamless Integration**

Automatically sync data to Merlin ERP

### » **Content Management**

Supports rich content (images, descriptions, etc.) with an easy-to-use CMS for static content, rules etc.

### » **Smart Search**

Typo-tolerant search, close matches & dynamic filtering for fast navigation.

### » **Customer-Specific**

Your customers see the same prices online as they do in their Merlin account, with order & invoice history

### » **Online Payments**

Secure payment options (i.e., Card, Stripe, EcoPay) per invoice or in bulk. See & pay outstanding invoices.

### » **Real-time Visibility**

Orders and Livestock (SAS) flow between your website and your Merlin ERP.

### » **Custom Branding**

Can be tailored with your company's logo, colours, and fonts.

### » **Configurable to You**

Configure delivery & collection from single to multi-depot operations

## Benefits:



### **Save Time & Reduce Errors**

Automatic syncing with your Merlin ERP to eliminate manual data entry.



### **Make Ordering Easy** with smart search, dynamic filters, and customer-specific pricing.



### **Accelerate Payments & Cash Flow** with online invoice payments to simplify and speed up collections.



### **Strengthen Your Brand**

Customisable design ensures the site reflects your company identity.



### **Enhance Customer Trust & Loyalty**

with real-time order visibility and access to historical information to customers informed.



### **Improve Operational Efficiency**

with integrated stock and CMS tools to streamline daily management.



### **Scale with Confidence**

Flexible delivery, collection, and multi-depot options which grow alongside your business.

## Key Information

Merlin eCommerce module needed. Other payment options and multi-depot available for additional cost. Minimum 12-month contract, quarterly payments available. Be up and running in 4 weeks.