

Netfira At-A-Glance

A B2B Software Solution Connecting Buyers and Sellers in REAL-TIME

Founded

2006

Locations

Netfira has offices globally, in San Francisco, Munich, Sydney and Perth

Value Proposition

Netfira's value proposition is connecting large enterprises, for example those that run SAP, to SMBs.

- REAL-TIME transactions and inventory and pricing visibility
- Multiple Buyer Solutions with fully-integrated purchasing
- Automated processing of sales orders, invoices, and POs
- Eliminates phone, fax and email orders
- Easy to implement and use
- Rich shopping cart interface for buyers
- SAP certified, cloud enabled application

ROI

Reduced costs and increased accuracy results in a return on investment in months not years.

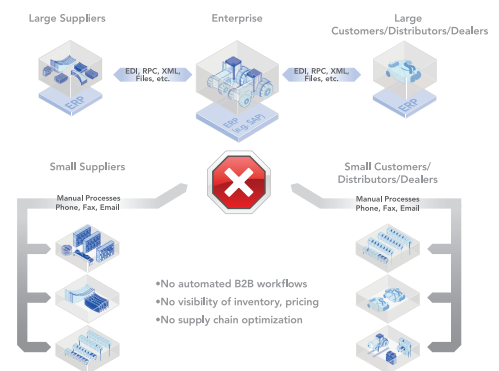
Verticals

Our solution addresses multiple verticals including retail, oil and gas, white goods, manufacturing, distribution and heavy equipment.

The Current Problem

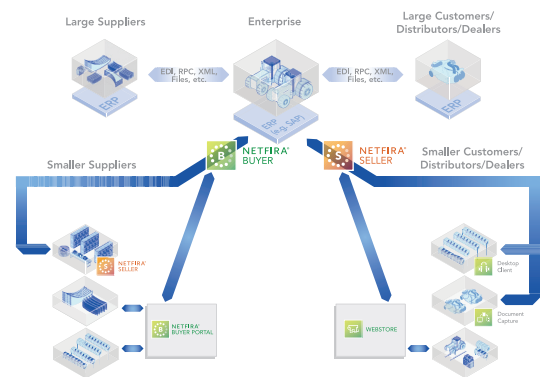
Many enterprises have business-to-business (or B2B) solutions in place that link to other enterprises using XML, EDI, RPC, etc. However, B2B workflows between large and smaller enterprises are often not automated.

A majority of small companies still rely on phone, fax and email to request information, place orders and exchange documents with their suppliers and customers. Suppliers, dealers and distributors cannot access REAL-TIME inventory and pricing information causing costly delays due to manual processes, and out of sync systems.



The Netfira Solution

Netfira is a breakthrough business-to-business (B2B) supply chain solution that streamlines the buying and selling process. Netfira facilitates REAL-TIME, electronic transactions between trading partners, eliminates manual data entry and integrates with back-office systems to provide powerful, REAL-TIME information about inventory levels and pricing within the supply chain.



How Netfira Solves the Problem

At Netfira, we have a B2B software solution that connects buyers and sellers in REAL-TIME via a peer-to-peer, cloud enabled secure connection. Netfira connects large enterprises to SMBs and streamlines your supply chain:

- REAL-TIME transactions and visibility
- Multiple Buyer Solutions with fully integrated purchasing
- Automated processing of sales orders, invoices and POs
- Seamless integration with ERP systems
- SAP certified, cloud enabled application

Pricing

The Netfira solution consists of two modules: Netfira Seller and Netfira Buyer. Customers can buy an enterprise license or pay either a monthly, quarterly, or annual subscription fee. This is software as a service (SaaS) pricing model.

Business Summary

Netfira's solution enables enterprises to buy and sell with its dealers and distributors and suppliers very easily and securely with less cost. As new suppliers are added globally and new dealers and distributors come online, it has been a challenge for enterprises to reliably get a REAL-TIME view of inventory and pricing in the supply chain. It has been difficult to trade cost effectively with suppliers and dealers. A trusted solution that can scale and provide a secure REAL-TIME connection is a key factor for success.

Netfira Back-Office Integrations

Netfira supports the following back-office ERP, inventory and accounting applications:



The Netfira SDK is available for additional integrations.

Netfira Professional Partners

Netfira has a selective number of Netfira Professional Partners that help with both enterprise and SMB customer sales and implementations.

Electrolux Automates Supply Chain with Netfira

Electrolux has a large dealer and distributor network with over 250,000 individual lines of parts inventory. Numerous manual processes were required to integrate into its supply chain, leading to inefficiencies and increased costs. Their network and inventory was handled by a large call center staff, because **80% of their transactions were processed manually** by phone, fax or email.

Electrolux implemented the Netfira solution at over 60 of their dealer and distributor network sites. The solution now handles over 1.2 million transactions annually and has not only produced a significant reduction in data entry time, but has also achieved a 26% reduction in product returns with **100% of transactions now processed automatically.**

How Netfira Powers LS Tractor

LS Tractor, one of the fastest growing tractor manufacturers in the world, had hundreds of dealers located all over the United States ordering by phone, fax and email. This manual ordering system handled an 80,000 part inventory that included an overwhelming catalogue of tractor models and configuration options. LS Tractor's SAP system was located at their headquarters in Korea which dramatically affected the costs and time spent on transactions, both for LS Tractor and their dealers and distributors.

After Netfira implementation, LS Tractor invited their entire dealer network to use their new web-based automated ordering system. A few months later, LS Tractor began to see a return on investment. All their dealers had adopted the new solution. All transactions were configured online and processed automatically, and hence human errors and processing delays were eliminated. The solution was working seamlessly with their SAP system located at their Korean headquarters. LS Tractor and their dealer network were **100% satisfied** with Netfira.



Connecting Buyers and Sellers in REAL-TIME

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