



PunchOut Information Sheet

PunchOut & cXML Integration

Today's customers have many options when it comes to choosing the vendors they want to work with, and suppliers are looking for new ways to get their attention. For B2B organizations who deploy eCommerce experiences, PunchOut provides one way to increase customer loyalty, and increase overall engagement.

PunchOut is a pre-established connection that is made between the customer's procurement system and the supplier's eCommerce site. This connection allows the supplier to provide real time access to product catalogs, customer-specific pricing, and product availability to their customers. The connection to the supplier's website occurs behind the scenes, and the customer's user experience occurs within their own procurement system. All the necessary information for procurement, such as product information, pricing, and additional details are automatically passed into the procurement system.

PunchOut Benefits

Benefits for Buyers

- Integrated platform provides a one-stop shop for purchase orders and shopping
- Access spend limits and approvals that are set by the originating ERP
- Enjoy a full e-commerce experience without the need to navigate excel-spreadsheet catalog files

Benefits for Customers

- Integrated customers tend to buy more and buy more often, since there are fewer hoops to jump through
- Marketing copy, search, and other ISC benefits are available for punchout customers
- InsiteCommerce handles processing of purchase orders and sends them back to the ERP, so there are fewer integration points to manage

What is PunchOut?

PunchOut refers to the software that connects the customer procurement system with the supplier eCommerce platform. This integrated solution enables businesses to leverage the customer experience provided by their eCommerce site while transferring the shopping cart and transactional details back into the appropriate procurement systems.

When a buyer intends to “PunchOut” from their procurement system into the eCommerce site, a session is opened between the systems to allow the transaction to occur. They are authenticated on the site through a pre-established workflow before they land on the site.

After the buyer adds items to their cart and the online “checkout” is complete, the cart data is sent back into their procurement system, this creates an order requisition within their system, which can then be reviewed and approved.

Once the buyer has approved the order, the data is sent from the procurement system, back into the eCommerce site for processing. The order will then be submitted back to the customer’s ERP to be completed. The connection happens behind the scenes for a seamless customer experience.

How Does InsiteCommerce Work with PunchOut?

InsiteCommerce's PunchOut functionality is built using standard cXML. Insite has three preferred integration partners that have built standard connectors to InsiteCommerce. PunchOut2Go and Supplier Solutions are InsiteCommerce's preferred PunchOut partners, and Conexiom is InsiteCommerce's sales ordering automation partner, converting emails from your customers into orders.

Insite's PunchOut partners, PunchOut2Go and Supplier Solutions have standard connectors to a large number of procurement systems (SAP, Ariba, Oracle, PeopleSoft, Coupa, etc.) to enable PunchOut commerce. Additionally, each partner has experience and expertise in implementing the integrations. The solutions serve as a translator between the various buyers' procurement systems and the InsiteCommerce platform.

Conexiom accepts orders sent in your customer's emails and faxes and converts them to a cXML file to be processed by InsiteCommerce.

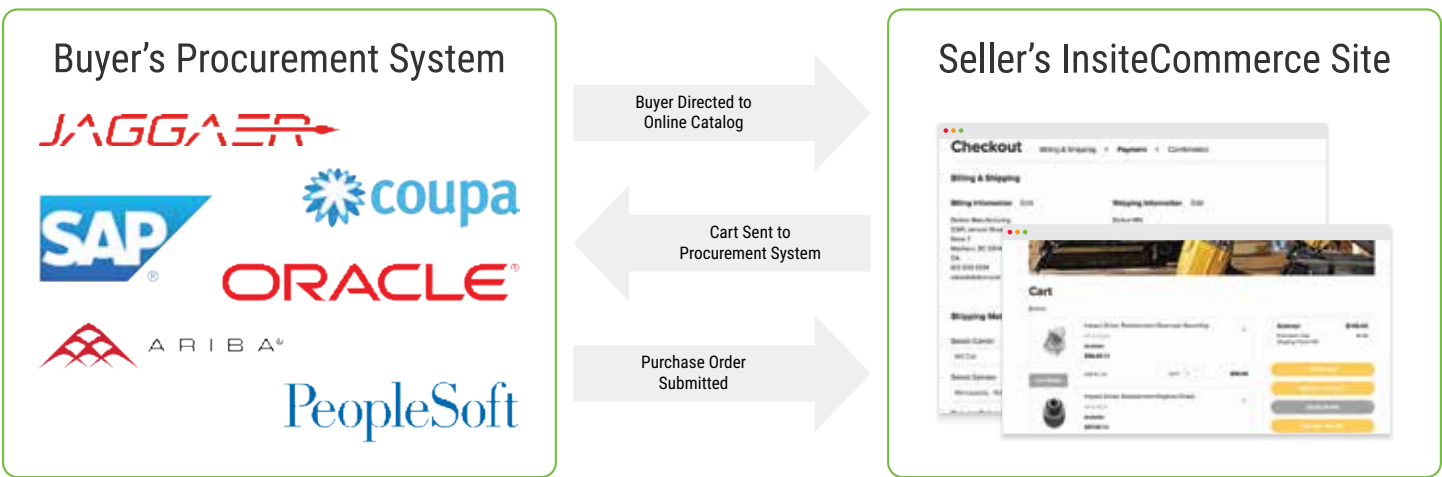
When using cXML, existing data and business logic within InsiteCommerce is utilized to convert the cXML Order Request message into an order. As with normal eCommerce orders, PunchOut orders will be standardized into the same underlying tables in InsiteCommerce.

During configuration of InsiteCommerce and a PunchOut provider, the following logic is configurable:

- Identify Seller's ERP Bill-To and Ship-To addresses and accounts that should be attached to the order
- Look up and identify products by:
 - ERP Part Number
 - Customer Part Number
 - Manufacturer Part Number
 - Manufacturer Name
 - UPC
- Attach a non-stock product to "unknown" order lines
- Accept price in cXML or reprice using pricing logic as configured for the eCommerce site
- Map extrinsic or custom cXML fields

Solution Highlights

- Offer customers a convenient, integrated method to transact with your eCommerce platform
- Multiple industry leading PunchOut partners supported
- Connect with many leading ERP and procurement platforms



For additional technical information on how PunchOut and other cXML applications integrate with InsiteCommerce, please visit www.insitesoft.com or call us at 1-866-746-0377.