First BPM Software with Integrated e-Commerce System

AuraPortal has announced the international launch of their Online Commerce Module which allows companies to offer their products on the Internet to their customers, through an attractively designed and well organized web user interface with improved ease of use and comprehensive purchasing transaction capabilities.

AuraPortal has developed a complete e-Commerce (Online Commerce) Module, which includes Content Management, a Shopping Cart and a Payment Gateway, allowing companies to link all their Internet sales with their internal business processes workflow (BPM).

With this new Module, companies will be able to start their own Online Commerce channel without the need of IT programming. Hence, with AuraPortal their business employees can easily and rapidly design a totally customized system, with all transaction activity able to be monitored by the AuraPortal BPM Module. AuraPortal has taken into account the integration with search engine positioning (e.g. Google), and therefore it includes the automatic creation of the Site-Map, in order to automatically publish every selling product in the internal indexes of these search systems.

“Sales operations have never been this automated”, according to Pablo Trilles, Vice President of AuraPortal. “The integration of e-Commerce with existing and enhanced Sales and Supply Chain Processes is an extraordinary advancement. The fact that the e-Commerce environment can be handled completely by business users without any technical resource is also a greatly beneficial, which gives companies a tremendous amount of agility and flexibility, by reducing their time to market, and increasing their speed to business process enhancement."

AuraPortal was the first BPM vendor to integrate CRM features into its BPMS, creating the first fully customizable CRM application based on business processes that are auto-executed (and without programming), in the international market.

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