

E-Commerce Management Module

This feature makes Odoo more powerful than any other competitor. Odoo E-commerce App supports you to sell your products online. You can design your own site with simple steps. Add products, configure payment and delivery methods and let public to access your site, all in simple steps. Since it is integrated with other modules like CRM, Sales, and Inventory Odoo can provide an effective platform for your business. You just have to install the eCommerce application from Odoo apps store. To further enhance the system capabilities you may install eCommerce delivery, and eCommerce optional products.

Some of the useful features of Odoo E-commerce are listed below:

- **Design & configure Inline Editing**

Create product pages using Odoo's unique 'edit inline' approach. No code required, what you see is really what you get.

Building blocks system

Create your product page from scratch by dragging and dropping pre-made, fully customizable building blocks. Describe products in a table to give maximum of specifications.

Sell digital products

You can now add digital products like eBooks to your online catalog.

Word processor text editing

Easily create and update your text content through an editor designed to replicate the word processor experience.

Product variants creation

Create a product available in several variants, like size, colors or other attributes. Price-lists, products and stores

Create flexible price-lists, add variants to add to products options, and create multiple stores under one environment. Display available stock on products.

- **Integrated tools**

Cross-selling and Upselling

Suggest optional products related to items to increase your revenues.

Promotional or coupon codes

Encourage potential customers using promo codes and coupons.

Options to boost sales

Define product categories, use attribute search, focus on promotions, coupons or gift certificates and push best products to the top of your page in order to multiply your sales.

- **Shopping experience**

Easy search system

Make finding products easier by setting attributes on products (size, color, power, etc.).

Customer on boarding

Setup step by step instructions to help customers go to checkout with no blocking issues.

Guest & registered user

Customers can choose to create a user profile or as guests. Registered users can retrieve their contact information upon check out and access a portal including related messages, orders, invoices, registered claims, etc.

Skip shipping address

Shipping address no more required when providing only services.

Live chat embedded

Provide your visitors with information in real time directly on your website, and secure your sales.

Easy checkout process

Simple checkout to avoid losing clients.

Customer portal

Access tracking of orders, advanced shipping rules and return management through the customer portal.

Order review

See details of your order at the end of the process.

- **Payment methods Fully integrated**

Allow customers to pay with Paypal, Ogone, Adyen, Buckaroo, Authorize.net and SIPS Wordline. Online payment methods redirect customers to a 'Thank you' page on your website.

- **Billing & Accounting**

Calculate & Bill Shipping Costs

Get delivery costs computed automatically using Odoo's embed Delivery Method configurator.

Integrated Accounting package

Odoo's chart of accounts contains national taxes, fiscal positions, accounts.

Tax rates

Fiscal positions allow you to adapt tax rates to the whereabouts of your customers. Chart of accounts

Use the Custom package template to build your own chart of accounts. It embeds a set of generic preset accounts, taxes and more.

• Reporting

Sales data analytics

Highlight the best product in terms of quantity sold. Find the best customer in terms of revenue. Display a graph with your monthly sales per product and add it to your Dashboard. Group your Sales by Partner and display the products in the column header.

System Users

By default there are two types of user in Website related modules.

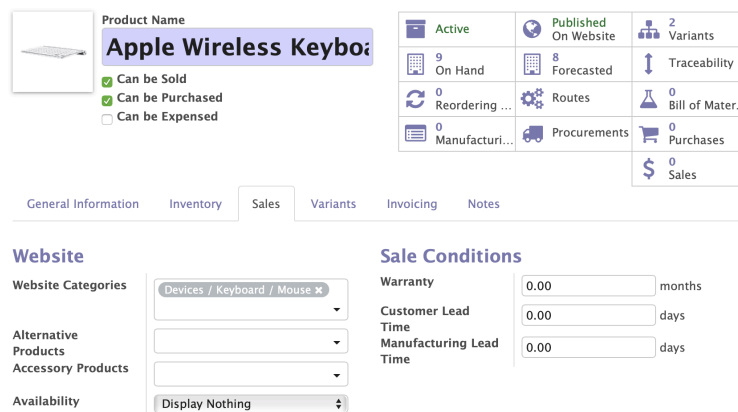
Editor and Designer: Like manager in other modules he can access both front end and back end of your website. He configure your website and change its settings

Restricted Editor: Basically front end (i.e. portal) designer. Generally he can alter only the portal view of the site and products with some restriction etc.

Product Management

Website Admin > Catalog > Products

- Under the **Sales** tab in **Website** section you will choose on which **Website Categories** does the product belong when searching in the E-commerce platform
- You can also add **Alternative Product** or similar product for quick searching of other products
- Click on **Published On Website** smart button to add this product on the E-commerce platform



The screenshot shows the 'Product Management' interface for 'Apple Wireless Keyboard'. The product is currently 'Active' and 'Published On Website'. It has 2 variants, 9 units on hand, and 8 units forecasted. The interface includes tabs for General Information, Inventory, Sales, Variants, Invoicing, and Notes. The 'Sales' tab is selected, showing 'Website Categories' (Devices / Keyboard / Mouse), 'Alternative Products', 'Accessory Products', and 'Availability' (Display Nothing). The 'Sale Conditions' section includes 'Warranty' (0.00 months), 'Customer Lead Time' (0.00 days), and 'Manufacturing Lead Time' (0.00 days).

Active	Published On Website	2 Variants
9 On Hand	8 Forecasted	Traceability
0 Reordering ...	Routes	0 Bill of Mater...
0 Manufacturi...	Procurements	0 Purchases
		0 Sales

General Information Inventory **Sales** Variants Invoicing Notes

Website

Website Categories: Devices / Keyboard / Mouse

Alternative Products:

Accessory Products:

Availability: Display Nothing

Sale Conditions


Warranty: 0.00 months

Customer Lead Time: 0.00 days

Manufacturing Lead Time: 0.00 days

Add new Product Category

To add new product category go to **Website Admin > Configuration > Website Product category**



The form for adding a new product category includes a 'Name' field with the value 'Computers', a 'Parent Category' dropdown menu, and a 'Sequence' field with the value '2'. There is also a 'Create' button.

- **Parent Category** to create hierarchy or structure for the grouping.
- **Sequence** if you would like to prioritize the group or category in the structure.

Order Tracking

View Order

To view orders received to you web site **Website Admin > Orders > Order**

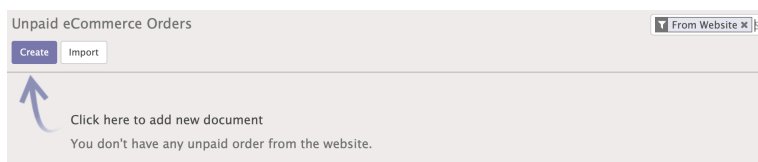


The table displays a list of eCommerce orders. The first row shows an order with number 90010, dated 09/13/2020 11:18:05, from customer 'YourCompany, TSBA', with a total of \$ 247.00 and an invoice status of 'Fully Invoiced'. A 'Create' button is visible at the top left of the table.

Order Number	Order Date	Customer	Salesperson	Total	Invoice Status
90010	09/13/2020 11:18:05	YourCompany, TSBA		\$ 247.00	Fully Invoiced

View Unpaid Order

Website Admin >Orders > Unpaid Order



The form for viewing unpaid eCommerce orders shows a 'Create' button and a message: 'Click here to add new document. You don't have any unpaid order from the website.' There is also a 'From Website' dropdown menu.

Website Settings


If we navigate to **Website Admin > Configuration > Settings**, then we can see more option that we can enable in our website.

eCommerce	
Multi Images	<input checked="" type="radio"/> One image per product <input type="radio"/> Several images per product
Optional Products	<input checked="" type="radio"/> One-step "add to cart" <input type="radio"/> Suggest optional products when adding to cart (e.g. for a computer: warranty, software, etc.)
Pricing Strategy	<input checked="" type="radio"/> A single sales price per product <input type="radio"/> Several prices selectable through a drop-down list or applied automatically via Geo-IP
Sales Price	<input checked="" type="radio"/> Specific prices per customer segment, currency, etc. <input type="radio"/> Advanced pricing based on formulas (discounts, margins, rounding)
Shipping Management	<input checked="" type="radio"/> No shipping management on website <input type="radio"/> Delivery methods are only used internally: the customer doesn't pay for shipping costs <input type="radio"/> Delivery methods are selectable on the website: the customer pays for shipping costs
Shipping Connectors	<input type="checkbox"/> UPS integration Enterprise <input type="checkbox"/> Fedex integration Enterprise <input type="checkbox"/> Temando integration Enterprise <input type="checkbox"/> USPS integration Enterprise <input type="checkbox"/> DHL integration Enterprise <input type="checkbox"/> eBay connector Enterprise More Info
Merchant Connectors	
Order Confirmation Email	Sales Order – Send by Email

- **Mutli Images:** under Images tab in Product form you can add multiple images related to the product that will show in the E-commerce platform.

Products / Imac




[Edit](#) [Create](#) [Print](#) [Action](#)



Imac
☒ Can be Sold
☒ Can be Purchased

Active Published On Website

General Information Sales Invoicing Notes **Images**

 Imac
 Imac
 Imac

Set up Delivery Options

Inventory > Configuration > Delivery > Delivery Methods (To view this option you must activate delivery methods are selectable on the web site option from settings)

This provide option to the customer to select which Delivery option to choose while completing the purchase in the E-commerce platform.

Delivery Methods / New

Save Discard

Name
e.g. UPS Express

Provider
Fixed Price
Based on Rules

Margin
0
%

Install more Providers

Description
Description displayed on the eCommerce and on online quotations.

Pricing Destination

Fixed Price
0.00

Free if Order total is more than

Configure Payment methods

Website Admin > Configuration > E-commerce > Payment Acquires

We can install the required payment methods from here:

Once you configured the settings, **Publish** the same on Web site to make it available for users

Payment Acquirers

Create

Buckaroo
A payment gateway to accept online payments via credit cards.
✓ eCommerce
Install

Ingenico
Ingenico Payment Services (formerly Oponeo) supports credit cards, debit cards and bank transfers.
✓ eCommerce ✓ Cards storage ✓ Pay button in emails
Install

Adyen
A payment gateway to accept online payments via credit cards, debit cards and bank transfers.
✓ eCommerce
Install

Authorize.net
A payment gateway to accept online payments via credit cards and e-checks.
✓ eCommerce ✓ Cards storage ✓ Authorize & Capture
Install

Sips
A payment gateway from Atos Worldline to accept online payments via credit cards.
✓ eCommerce
Install

PayPal
PayPal is the easiest way to accept payments via PayPal or credit cards.
✓ eCommerce ✓ Pay button in emails
Install

Stripe
A payment gateway to accept online payments via credit cards.
✓ eCommerce
Install

PayUmoney
PayU India is an online payments solutions company serving the Indian market.
✓ eCommerce ✓ Subscription ✓ Pay button in emails
Install

Wire Transfer
Provide instructions to customers so that they can pay their orders manually.
✓ eCommerce
Configure

Custom
A generic acquirer payment acquirer.
✓ eCommerce
Install

This are the out of the box Payment gateway available in Odoo which are ready to used.