



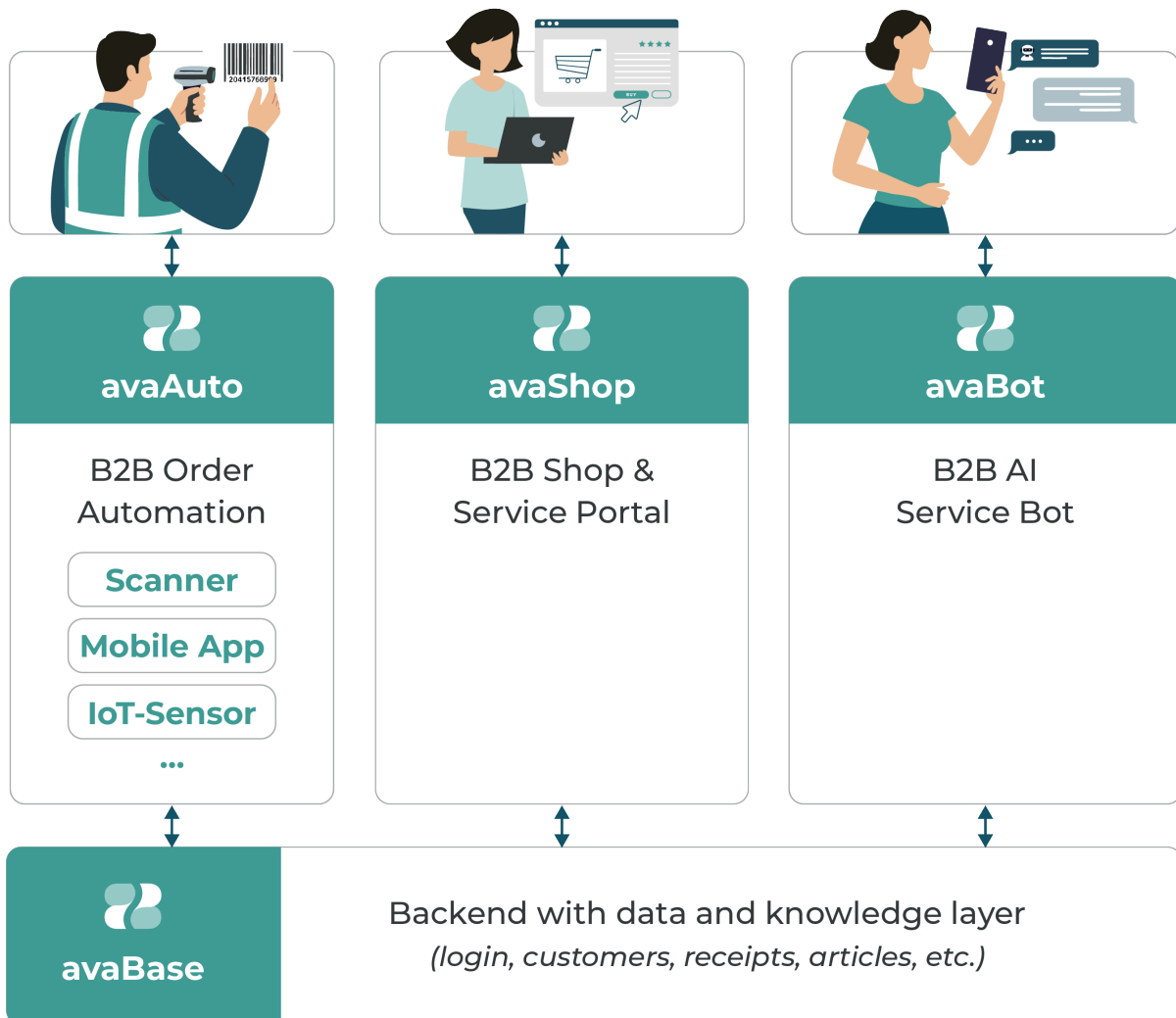
Feature list of the B2B E-commerce solution **avanta**

The highlights at a glance

Contents

OVERVIEW OF THE AVANTA MAIN MODULES	1
AVABASE FUNCTIONS	2
AVASHOP FUNCTIONS	5
AVAAUTO FUNCTIONS	16
AVABOT FUNCTIONS	17

Overview of the avanta main modules



Notes

1. The following overview shows the special B2B functionalities of avanta. Classic standard shop functions, which are of course included, have been omitted here.
2. avanta add-on modules are marked in ***italics***.
3. For reasons of better readability, the generic masculine is predominantly used in this feature list. However, all personal designations apply equally to all genders.
4. Definition of terms:
 - a. Shop operator: You as the provider of the shop
 - b. Shop customer: Companies listed in the shop
 - c. Shop user: Employees of the shop customer
 - d. ERP system: also stands for merchandise management system

avaBase functions

avaBase is the central digitization platform for B2B sales with avanta. It not only forms the backend for a B2B shop, but also provides the basis for many other applications such as service portals, digital product catalogs, punch-out catalogs, order automation, and an AI sales bot.

Feature	Benefits
E-commerce data layer The E-commerce data layer manages all fundamental E-commerce data such as company data, billing and delivery addresses, shop users with rights and roles, contacts, sales organizations, order limits, and article data. This information forms the digital basis for catalogs, service portals, and order processes. At the same time, avaBase enables dynamic enrichment with data from ERP, PIM, or CRM systems. This creates a consistent and always up-to-date data basis for all digital channels.	With avaBase companies receive a central, integrated data base that holistically supports digital sales.
E-commerce functions and business logic avaBase provides the central logic layer for all e-commerce and service functions. Through the API-first architecture, these can be flexibly integrated into avanta frontends or customer-specific solutions. This makes avaBase suitable not only for classic order processes, but also for complex service portals and digital catalog integrations.	Consistent processes across all frontends. Companies benefit from reduced integration efforts, high flexibility, and a platform that efficiently maps digital sales and service.

Feature	Benefits
<p>Security layer</p> <p>The avanta security layer forms the central protection, control, and access layer for all data and functions. It ensures that:</p> <ul style="list-style-type: none"> • anonymous visitors can only access released public content, • company, assortment, and order data are only visible to authorized users of the respective company, • each user receives exactly the information and functions that correspond to their role and individual rights. <p>These rights apply system-wide, regardless of whether access is via the B2B shop frontend, the API, external applications, mobile apps, or the AI chatbot (avaBot).</p>	<p>Maximum protection of sensitive data and full control over access rights. Customers see only their individual prices, conditions, and assortments – secure, transparent, and efficient.</p>
<p>Access control</p> <p><u>View for the anonymous user</u></p> <p>Flexible design of what anonymous visitors see: login mask, registration, product catalog (without prices and ordering option), or shop with instant purchase option.</p> <p><u>Configurable B2B new customer registration</u></p> <p>Registration with password function, individual input fields (e.g. industry, VAT ID), upload option (e.g. commercial register extract), and data protection functions. Process flows are flexibly configurable.</p> <p><u>Control of customer-specific information for logged-in users</u></p> <p>Logged-in users see personalized content such as prices, assortments, downloads, article numbers, payment methods, search index, or documents.</p> <p><u>Add-on module auto-login</u></p> <p>Automated login via third-party systems (single sign-on). Users are directed straight into the shop via a configurable auto-login URL and are immediately logged in. Settings include token lifetime, regeneration, extension, or IP blocking.</p>	<p>Easy configuration and quick switching possible.</p> <p>Simple onboarding of new customers optimally adapted to internal processes.</p> <p>Each customer receives only the information relevant to them.</p> <p>Convenient and secure access across multiple systems without repeated logins.</p>

Feature	Benefits
<p>Integration</p> <p>Technical requirement for connection to middleware / ETL systems</p> <p><u>Connector with ready-made system modules</u></p> <p>for the secure and convenient integration of external systems such as ERP (e.g. SAP, MS Dynamics, ABAS, Infor, etc.), inventory management, PIM, CRM, configurators, etc.</p> <p><u>Headless / API-First / GraphQL architecture</u></p> <p>Architecture for flexible use of all avanta functions via APIs – also in your own frontends or device integrations.</p> <p><u>avanta middleware</u></p> <p>Supplied middleware if none is available in the company.</p> <p><u>Live queries and import/export processes</u></p> <p>Supports both real-time queries and scheduled background processes.</p> <p><u>Logging of all transactions</u></p> <p><u>Collana Pay integrated in avanta</u></p> <p>Collana Pay is a central "all-in-one" platform for e-commerce companies, offering a single interface for managing various online payment methods and payment service providers (PSPs).</p> <p><u>Monitoring</u></p> <p>Standardized monitoring of live accesses as well as import/export profiles and other interfaces.</p>	<p>Fast and secure integration without expensive in-house developments reduces project durations and integration costs.</p> <p>Maximum freedom for individual solutions and easy expandability.</p> <p>Data hub for all systems enables integrations even without existing middleware.</p> <p>Flexibility: Current data such as prices, conditions or availabilities in real time combined with import/export control.</p> <p>All data flows are automatically recorded and documented.</p> <p>Flexible payment processing with any providers saves effort and costs.</p> <p>Reliable error detection and stable, dependable processes.</p>

Feature	Benefits
<p>Scaling</p> <p><u>Multistore</u></p> <p>One installation can be used for any number of shops, e.g. for additional countries, brands or subsidiaries.</p> <p><u>B2B / B2C shop hybrid</u></p> <p>Operation of B2B and B2C shops within the same instance possible.</p>	<p>Central management of multiple shops saves effort and costs and enables efficient growth.</p> <p>Flexible coverage of different target groups with just one platform, without having to maintain parallel systems.</p>

avaShop functions

avaShop is the B2B frontend of avanta and forms the screen-based presentation and interaction layer for the user.

Feature	Benefits
<p>Display and find products</p> <p><u>Modern and clear product presentation</u></p> <ul style="list-style-type: none"> • Various views for product lists and overview pages • Category pages and distributor pages for intuitive navigation • Direct shopping cart function already in the product overview <p><u>User-friendly product filter</u></p> <ul style="list-style-type: none"> • Configurable attribute sets per category • Display of the number of results <p><u>Precise attribute filtering with dynamic narrowing</u></p> <p>In result lists, multiple attributes can be combined using an AND link. Selecting an attribute automatically reduces the other available filter options to the relevant values.</p>	<p>Customers find products faster, usability increases and purchase barriers decrease.</p> <p>Customers can efficiently narrow down large assortments and immediately find relevant products.</p> <p>Customers find suitable products faster, avoid incorrect orders and benefit from a clear, intuitive filter logic.</p>

Feature	Benefits
<p><u>Premium product filter add-on module</u></p> <ul style="list-style-type: none"> • Accordion display for better clarity • Filter attributes searchable, visualizable with symbols (pictograms) • Multiple selection, search field within the filters, slider for value ranges 	<p>Enables precise product selection even with complex assortment structures.</p>
<p><u>Simple product variants</u></p> <p>Display of variants such as sizes, colors or versions</p>	<p>Enables precise product selection even with complex assortment structures.</p>
<p><u>Product variant table add-on module</u></p> <ul style="list-style-type: none"> • Clear presentation of extensive assortments in tabular form • Search and sorting functions, navigation via grouped items • Direct jump to the detail page 	<p>Perfect for technical products with many variants – makes selection and ordering easier.</p>
<p><u>Display additional article numbers</u></p> <p>e.g. display of EAN, competitor numbers or customer-specific numbers</p>	<p>Customers can search and order using familiar article numbers.</p>
<p><u>Product comparison</u></p> <p>Comparison of multiple items with definable attributes</p>	<p>Helps with purchasing decisions, especially with similar products.</p>
<p><u>Units of measure & packaging units</u></p> <ul style="list-style-type: none"> • Display of various units of measure, e.g. pieces, meters, kilograms • Display of various packaging units, such as pallets, pieces, bundles, outer packaging per product • Conversion function, e.g. to pieces 	<p>More transparency for orders in different units.</p>
<p><u>Batch sizes</u></p> <p>Definition of batch sizes per item with clear instructions in the ordering process</p>	<p>Prevents incorrect orders and saves follow-up questions.</p>
<p><u>Icon display for product attributes</u></p> <p>for visual presentation of product features</p>	<p>Increases clarity and shortens product selection.</p>

Feature	Benefits
<p><u>Product availability</u></p> <ul style="list-style-type: none"> • various display options • From traffic light system to the display of exact stock levels via ERP live query <p><u>Hazardous goods information</u></p> <p>Display of</p> <ul style="list-style-type: none"> • hazardous goods symbols • hazard and safety instructions • Display of H and P statements <p><u>Cross-selling</u></p> <p>Display of</p> <ul style="list-style-type: none"> • similar items (variants, cheaper, higher quality) • Accessories necessary accessories • Care products <p><u>Spare parts add-on module</u></p> <p>Display for easy identification of spare parts</p> <ul style="list-style-type: none"> • BOM logic also for customer-specific products • Identification of the spare part via exploded view (clickable drawing) • Editor for clickable drawing <p><u>Add-on module machine park (product archive)</u></p> <p>Display of customer-specific machines or systems including the display of additional information, history, as well as notes on spare parts and tools.</p>	<p>Customers can immediately see whether, when and in what quantity a product is available.</p> <p>Legal certainty and clear communication for hazardous substances.</p> <p>Increases cart values and ensures complete orders.</p> <p>Customers identify spare parts independently and safely. Relieves sales and service.</p> <p>Gives customers a better overview for repeat orders.</p>
<p>B2B product search</p> <p><u>Customer-specific search index</u></p> <p>Index takes customer-specific assortments, article numbers, prices, etc. into account.</p> <p><u>Error tolerance</u></p> <p>Search function also recognizes typos, incomplete entries or article number fragments.</p> <p><u>Suggest function with image / product info</u></p> <p>Suggestion lists with image, description, price, and article number.</p>	<p>Every customer immediately finds the products relevant to them, personalized and without detours.</p> <p>Customers find products even if they make only vague or incorrect entries.</p> <p>Direct guidance already during input, which speeds up orders.</p>

Feature	Benefits
<p><u>Direct jump for exact matches</u></p> <p>Exact article numbers lead directly to the product detail page.</p> <p><u>After search navigation with zero-result list configuration</u></p> <ul style="list-style-type: none"> • Search results can be further narrowed down using filters. • For zero-result searches, an individual page is displayed (e.g., with contact options or alternative products). <p><u>Saving / analysis of search queries</u></p> <p>All search queries are saved and can be analyzed. This allows search queries without satisfactory results to be eliminated.</p> <p><u>Configurable search parameters</u></p> <p>Shop operators can define which content should be searched, how strongly certain fields are weighted, and how many results are displayed. In addition, tolerances can be set and synonyms configured so that the search delivers the right results even with different spellings.</p> <p><u>Indexing and searchability of content pages</u></p> <p>CMS content such as guides, service information, or terms and conditions are indexed and made searchable.</p>	<p>Saves clicks and time, especially for regular customers.</p> <p>No dead ends in the search. Customers are logically guided further.</p> <p>Shop operators recognize trends, gaps in the assortment, or missing search results and can optimize the offering.</p> <p>Customers find products faster and more reliably.</p> <p>Customers find not only products but also all relevant information in the shop – without detours via hotline or PDF search.</p>
<p><u>Personalized B2B shopping experience</u></p> <p><u>Customer-specific prices</u></p> <p>Display of customer-specific prices per product and customer or customer group.</p> <p><u>Customer-specific tiered prices</u></p> <p>Support for customer-specific prices also in combination with quantity tiers.</p>	<p>Each customer sees exactly the prices. Prevents unnecessary inquiries.</p> <p>Customers benefit from automatic discounts for larger order quantities.</p>

Feature	Benefits
<p><u>Display options for different price types</u></p> <ul style="list-style-type: none"> • Minimum price (lowest customer-dependent unit price, also taking into account a price tier) • List price • Previous price • Strikethrough price • Special price (promotion) 	<p>Clear price transparency builds trust and facilitates purchasing decisions.</p>
<p><u>Customer-specific conditions from ERP</u></p> <p>Automatic transfer of additional conditions, such as discounts, shipping costs, or the selection of shipping providers from the ERP to the checkout.</p>	<p>All relevant conditions are directly visible, no manual coordination necessary.</p>
<p><u>Customer-specific product assortments</u></p> <p>Display of specific assortments for individual customers or customer groups (e.g., for private labels, spare parts).</p>	<p>Customers only see the products relevant to them. This makes the offering clearer.</p>
<p><u>Customer-specific downloads</u></p> <p>Download of customer- or customer group-specific documents on the product detail page.</p>	<p>Each customer receives the documents relevant to them in a central location.</p>
<p><u>Additional module premium downloads</u></p> <p>Central download area in the customer account with explorer structure and preview function.</p>	<p>Convenient access to extensive information without lengthy searching.</p>
<p><u>Customer-specific article numbers</u></p> <p>Customers can work with their own article numbers and upload or maintain them.</p>	<p>Simple ordering processes because familiar internal item numbers can be used.</p>
<p><u>Customer-specific currency</u></p> <p>Display of prices in the customer-specific currency.</p>	<p>International customers order without conversion effort.</p>
<p><u>Customer-specific payment methods</u></p> <p>Different payment methods per customer configurable.</p>	<p>Increases customer acceptance.</p>

Feature	Benefits
<p><u>Automated switch from invoice purchase to prepayment method</u></p> <p>Automatic switch from invoice purchase to prepayment method, e.g. in case of a dunning note in the ERP.</p> <p><u>Customer-specific shipping methods</u></p> <p>Different shipping methods can be configured per customer.</p> <p><u>Corporate tax calculation</u></p> <p>Individual tax regulations for companies without VAT ID.</p> <p><u>Display options for value-added tax</u></p> <p>Flexible configuration for anonymous customers, B2B or B2C customers, and country-dependent VAT.</p> <p><u>Customer-specific contacts</u></p> <p>Display of the relevant contacts for each customer.</p>	<p>Minimizes payment defaults and increases sales.</p> <p>Relevant shipping methods increase acceptance.</p> <p>Correct taxation even in special cases.</p> <p>Transparent and legally compliant tax display for all customer groups.</p> <p>Direct connection to the right contacts facilitates service and communication.</p>
<p>B2B ordering functions</p> <p><u>Quick order function (bulk order)</u></p> <p>Products can be found directly by searching for the name or item number and immediately added to the cart with quantity specification.</p> <p><u>Order templates, savable shopping carts, and favorites lists</u></p> <p>Shopping carts can be saved, used as templates, or forwarded to other users in the company.</p> <p><u>Shopping cart import</u></p> <p>Import of order files, e.g. from ERP systems, into the shop.</p> <p><u>B2B subscription</u></p> <p>Recurring orders can be configured automatically:</p> <ul style="list-style-type: none"> • Interval / dates • Delivery address • Processing rules, e.g. approval workflow 	<p>Saves time for buyers who know their needs and items.</p> <p>Recurring orders are processed more easily and quickly.</p> <p>Avoids duplicate work and facilitates the adoption of existing order data.</p> <p>Repeated orders run automatically, reliably, and in a controlled manner.</p>

Feature	Benefits
<p><u>Reordering based on previous orders</u> Past orders can be searched and added to the cart again.</p> <p><u>Last ordered</u> Quick access to recently ordered items</p> <p><u>Request for quotation</u> Creation of quotation requests directly from the product detail view or the shopping cart.</p> <p><u>Minimum / maximum order quantities</u> Definition of minimum and maximum quantities for individual items.</p> <p><u>Monthly order budgets per company</u> Assignment of order budgets per company and payment method.</p> <p><u>Additional OCI-PunchOut module for ordering via ERP</u> Easily configurable connection to ERP systems by the shop customer.</p> <p><u>Additional module cXML-PunchOut for ordering via ERP</u> Easily configurable connection to various purchasing platforms such as Ariba or Onventis by the shop customer.</p> <p><u>Many additional ordering options</u> see avanta main module avaAuto</p>	<p>Saves time with regularly recurring items.</p> <p>Quick access to items for reordering.</p> <p>Facilitates communication with sales for large order quantities.</p> <p>Supports economical order quantities and avoids errors in the ordering process.</p> <p>Avoidance of payment defaults</p> <p>Seamless integration into the procurement processes of large companies.</p> <p>Meets the requirements of large corporations and public clients.</p>
<p>B2B checkout / shopping cart <u>Mini shopping cart</u> Shopping cart preview accessible at any time, even in quick order.</p> <p><u>B2B one-page checkout / shopping cart</u> Provision of all relevant parameters for communication with the ERP system for order simulation and creation</p>	<p>Users always have an overview of their order.</p> <p>Fast, simple ordering process without unnecessary clicks with direct communication options with the ERP.</p>

Feature	Benefits
<p><u>Selection of ordering options</u></p> <ul style="list-style-type: none"> • Selection of billing address • Select / add delivery address • Select shipping method (customer-specific) • Selection of payment method (customer-specific) 	<p>Maximum flexibility in checkout.</p>
<p><u>Additional info fields for the order</u></p> <p>Configurable text fields, e.g. for order number, unloading points, cost center, comment, etc.</p>	<p>Individual requirements and wishes can be taken into account directly in the checkout.</p>
<p><u>Selection of desired delivery date</u></p> <p>Integration of desired delivery dates including reconciliation with ERP specifications.</p>	<p>Customers can plan orders better and receive deliveries exactly when they are needed.</p>
<p><u>Display of delivery dates in real time</u></p> <p>Direct connection to the ERP system for displaying actual delivery dates.</p>	<p>Maximum transparency and reliable information in the ordering process.</p>
<p><u>Customer-specific conditions from ERP</u></p> <p>e.g. adoption of discounts, freight costs, and transport service providers directly from ERP processes.</p>	<p>All individual agreements are transparent and are billed correctly.</p>
<p><u>Vouchers & discount codes</u></p> <p>Support for vouchers, discount campaigns, or promotion codes.</p>	<p>Targeted price promotions can increase sales.</p>
<p><u>Additional module Order Split</u></p> <p>Splitting of the shopping cart by delivery date, availability, or desired date possible.</p>	<p>Enables the customer to plan better, avoids bottlenecks, and ensures on-time delivery.</p>
<p><u>Export of the shopping cart</u></p> <p>Export in common formats such as CSV, XML, Excel, or PDF, e.g. for further processing of information for quotations</p>	<p>Easy further processing of product data for internal processes or quotations possible.</p>
<p><u>Order workflow</u></p> <p>Shopping carts can be forwarded to other users for approval or editing.</p>	<p>Clear processes, secure orders, and full control within the company.</p>

Feature	Benefits
<p>24/7 customer service portal</p> <p><u>Permission-based user navigation</u> Control of access to functions in the customer account via the role and rights system.</p> <p><u>User Dashboard</u> Display of important information, status messages, and functions directly after login.</p> <p><u>My Account</u> Access to personal data, orders, terms and conditions consents, and auto-login settings.</p> <p><u>Company Area</u> Management of billing and delivery addresses, access to all online orders.</p> <p><u>User Management</u> Create, edit, and manage shop users and assign their roles.</p> <p><u>Rights & Role Management</u> Flexible definition and management of roles and their individual rights, e.g., warehouse staff, purchasing, etc. Basis for order workflow.</p> <p><u>Article Limitation</u> Blocking certain articles so that they cannot be ordered</p> <p><u>Individual Article Number</u> Management, maintenance, and import of customer-specific article numbers.</p> <p><u>Additional Module Catalog Export</u> Download customer-specific assortments as a digital catalog (e.g., for ERP or for the customer's webshop).</p>	<p>Everyone only sees what is relevant to them and what they are authorized for.</p> <p>All essentials at a glance.</p> <p>Full transparency and easy self-management.</p> <p>Consistent overview and central organization.</p> <p>Full control over who is allowed to use which functions in the shop.</p> <p>Secure order processes and clear responsibilities through individually definable roles and rights.</p> <p>Avoidance of unwanted orders.</p> <p>Customers can work with familiar numbers: faster and error-free.</p> <p>Easy reuse of product data.</p>

Feature	Benefits
<p><u>Order Function Management</u> Administration of saved shopping carts, cart templates, subscriptions, order lists, and configuration of punchout modules (OCI/cXML) and processing rules.</p> <p><u>Order Data & Documents</u> Display of orders, delivery notes, invoices, credit notes, backorders, and returns directly from the ERP.</p> <p><u>Additional Module Returns Registration</u> Convenient recording of returns based on order/delivery note.</p> <p><u>Ticket system</u> Central point of contact for all individual inquiries in the customer service portal.</p>	<p>Simple self-service makes customers flexible.</p> <p>All documents always at hand and without queries in sales.</p> <p>Returns / complaints are recorded quickly and in a structured manner.</p> <p>Enables fast and transparent communication with support – for all requests that go beyond existing forms.</p>
<p>Sales Functions</p> <p><u>Access by sales staff to customer accounts</u> Field and internal sales staff can access their assigned customer companies. For example, they can also fill shopping carts for your shop customers and send them to the contact person at the customer via the workflow.</p> <p><u>Support for Sales Promotion</u> Combination of shopping carts with vouchers or discounts in connection with the workflow</p> <p><u>My Account</u> Sales can view the sales, orders, and documents of their customers.</p> <p><u>B2B / B2C Hybrid Shop</u> A shop can serve both B2B and B2C customers at the same time.</p>	<p>Sales see exactly what the customer sees and can optimally support them. Entering orders or searching in the customer history is thus also fully possible for sales, making an ERP login unnecessary in many cases.</p> <p>More incentives for purchases.</p> <p>Quick information and transparency for sales.</p> <p>Flexible targeting of audiences with just one system.</p>

Feature	Benefits
<p>Additional Functions and Features</p> <p><u>Modern Responsive Design</u> Optimized display on all devices and screen sizes.</p> <p><u>CMS function</u> Content management for homepage, category pages, SEO texts, system pages (e.g. privacy policy, terms and conditions, legal notice), and additional content. Maintainable maintenance page.</p> <p><u>Accessibility</u> Standard features meet the WCAG 2.1 AA criteria.</p> <p><u>SEO/SEM functions</u> Technical foundation for good visibility in search engines.</p> <p><u>Additional Module Translation Assistance</u> Export of all system variables and interface to DeepL with reimport of the translated data.</p> <p><u>Additional module online help</u> Provision of FAQs as well as shop-specific function and process descriptions (text, images, videos) directly in the shop. Legal certainty and full transparency in handling customer data.</p> <p><u>Data protection</u> Data protection opt-in function for registration and forms. Accepted terms and conditions and privacy policy are logged in the system.</p>	<p>User-friendly shopping experience, whether on desktop, tablet, or smart-phone.</p> <p>Content can be flexibly maintained and adapted without external tools.</p> <p>Highest accessibility for all user groups, including those with special requirements.</p> <p>Products are found more quickly, reach increases.</p> <p>Set up international shops quickly and consistently in multiple languages.</p> <p>Customers immediately find support and answers without having to contact customer service.</p> <p>Legal certainty and full transparency in handling customer data.</p>

avaAuto functions

avaAuto extends avanta with automation functions for demand capture directly at the source, such as in the warehouse, in production, or on the construction site. Orders are automatically triggered and rules for replenishment processes are implemented via mobile apps, scanners, IoT devices, or sensor-based systems.

Feature	Benefits
<p><u>Order App for Mobile Buyers</u> Mobile app for easy order entry via smartphone, including scan function and many other shop features.</p> <p><u>Order via scanner</u> Support for industrial scanners or smartphones, for example for warehouse staff.</p> <p><u>Connection of vending machines</u> Integration of dispensing machines, tool cabinets, or weighing cabinets. After removal, the replacement requirement is automatically reported and ordered.</p> <p><u>Sensor-based demand capture</u> Automatic recording of fill levels, weights, or shelf occupancy via sensors (e.g. tanks, silos, boxes, or shelf compartments). The demand is transmitted directly to avanta and triggers orders or approvals.</p> <p><u>Automate Kanban replenishment</u> Scanning codes on empty boxes or capturing via RFID transponders, RFID mailboxes, or floor mats.</p> <p><u>Management of ordering devices</u> Shop users can independently create and manage ordering devices and devices such as scanners, IoT sensors, voice, or apps.</p> <p><u>Management of ordering rules</u> Individual definition and maintenance of ordering rules for all connected devices and devices.</p>	<p>Orders can be recorded quickly and intuitively from anywhere, even directly from the warehouse or on the go.</p> <p>Fast and error-free orders by directly scanning items.</p> <p>Consumptions are automatically reordered. No manual effort, no bottlenecks.</p> <p>Fully automated replenishment control reduces effort and prevents interruptions in the supply chain.</p> <p>Simple and secure Kanban handling that automatically triggers replenishment and streamlines processes.</p> <p>High flexibility and independence in managing all ordering channels used.</p> <p>Independent adaptation to the company's internal processes.</p>

avaBot functions

AI consulting, service, and sales bot

avaBot is the AI-powered consulting, service, and sales module from avanta. It connects knowledge from documents, systems, and data sources with the E-commerce functions of avanta.

Feature	Benefits
<p><u>The AI bot that connects knowledge with company data and processes</u></p> <p>While conventional AI solutions in sales are usually only trained with documents or FAQs, avaBot takes a decisive step further: It accesses the entire E-commerce layer of avanta in real time, including all functions and data. This means it can not only provide advice, but also act directly: trigger orders, retrieve documents, or display prices and availability.</p> <p><u>Typical use cases</u></p> <ul style="list-style-type: none"> • Marketing • Sales • Product consulting • Service <p><u>Typical target groups</u></p> <ul style="list-style-type: none"> • Prospective customers • Customers • Internal teams (e.g. sales, service, customer consulting) <p><u>Answers, help and advice in the areas of</u></p> <ul style="list-style-type: none"> • Products & assortment • Order process & status • Documents • User & company account • Communication & contact person <p><u>Communication channels</u></p> <p>Usable by default via chatbot frontend. Can be extended to include email, voice applications or additional interfaces.</p>	<p>Through seamless integration with ERP, PIM and CRM, avaBot connects knowledge with processes and thus becomes a valuable AI consulting, service and sales bot that can support customers around the clock in all major languages.</p> <p>avaBot provides flexible support in many business areas, relieves teams and increases efficiency.</p> <p>Supports new customer business, serves customers and makes internal teams more competent.</p> <p>Users receive fast, precise answers to all relevant questions in sales and service.</p> <p>Users can use the bot via the channel most convenient for them, which increases acceptance.</p>

Feature	Benefits
<p><u>System architecture</u></p> <ul style="list-style-type: none"> • Frontend avaBot Backend • avaBase Middleware • n8n with avanta library • Connection to different AI systems (LLM) possible • Connection to different data sources possible, e.g. • Documents: manuals, websites, PDFs • Systems: ERP, PIM, CRM, knowledge databases • Databases: relational, Excel <p><u>Support for AI models (LLM)</u></p> <p>avaBot is not tied to a specific LLM, but can be operated with different models.</p> <p><u>Training avaBot</u></p> <p>avaBot can be trained beyond the capabilities of the standard feature set. The additional capabilities depend on data and interfaces provided as documents or in the form of linked systems. Clear instructions and behavioral rules can be defined through prompting.</p> <p><u>Multilingualism</u></p> <p>Language support depends on the AI model used. Common models cover a wide range of languages.</p> <p><u>Data protection</u></p> <p>When it comes to data protection, avaBot offers flexibility. The shop operator decides which AI model is used. To meet data protection requirements, for example, a European model can be chosen or the AI can even be operated in its own environment.</p>	<p>Future-proof, modular architecture with maximum flexibility for different data sources.</p> <p>Companies can choose the AI model that best suits their data protection and performance requirements.</p> <p>Companies adapt the bot precisely to their processes and knowledge.</p> <p>avaBot can be used internationally and supports customers in their preferred language.</p> <p>Maximum flexibility and security when handling sensitive data.</p>



ECOPLAN E-Commerce GmbH

Justus-Liebig-Strasse 6
D-36093 Fulda-Künzell

Tel. +49 661 96 50-0
Mail. sales@ecoplan.com
Web. www.ecoplan.com