

E2 ERP-Store & Marketing Module

Transforming Inventory & Marketing into Strategic Growth Engines

VERSION:

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1. Overview

The **Store & Marketing Module** in **E2 ERP** empowers organizations to manage inventory efficiently while driving impactful marketing campaigns. Designed for operational excellence, it streamlines material handling, minimizes storage costs, and reduces inventory losses through real-time tracking and intelligent stock management.

On the marketing front, it enables businesses to **plan, execute, and measure** campaigns directly within the system, ensuring that promotional activities align seamlessly with sales and inventory data. This integration creates a unified business ecosystem that optimizes both supply chain operations and market outreach strategies.

2. Key Features

1. Inventory Management

- Real-time stock monitoring with automated alerts for reordering.
- Batch and serial number tracking for complete traceability.
- FIFO, LIFO, and weighted average costing methods support.
- Multiple warehouse management with location-wise stock visibility.

2. Material Movement Control

- Automated goods receipt, issue, and transfer processes.
- Barcode and RFID integration for faster, error-free tracking.
- Integration with procurement to streamline replenishment cycles.

3. Cost Optimization

- Intelligent reorder point suggestions based on historical demand trends.
- Automated surplus and obsolete stock detection.
- Reduced holding costs through dynamic stocking strategies.

4. Marketing Campaign Management

- Centralized campaign planning and scheduling tools.
- Campaign budgeting with real-time expense tracking.
- Targeted promotions based on sales history and customer segmentation.
- Post-campaign analytics with ROI measurement.

5. Sales & Marketing Integration

- Aligns promotions with inventory availability to prevent over/under-selling.
- Tracks the impact of campaigns on sales performance.
- Customer feedback loop integration for continuous improvement.

3. Technical Highlights

- **Low-Code / No-Code Platform** – Customize workflows and screens without coding.
- **REST API Integration** – Connect with any third-party CRM, POS, or marketing tool.
- **Java-Based Architecture** – Robust and scalable enterprise-grade performance.
- **PostgreSQL Database** – Reliable, secure, and high-performance data storage.
- **Private Cloud Hosting** – Dedicated infrastructure for each customer.
- **Hosted on CTRL S Data Center** – Asia's 4th largest data center ensuring high availability and security.

4. Business Benefits

Benefit	Impact
Reduced Inventory Costs	Minimize holding and storage costs with optimized stock levels.
Increased Warehouse Productivity	Streamlined operations lead to faster order fulfillment.
Lower Stock Losses	Real-time tracking reduces theft, misplacement, and expiry issues.
Better Marketing ROI	Targeted campaigns lead to higher conversions and revenue.
Faster Campaign Execution	Integrated tools eliminate delays between planning and execution.
Improved Customer Engagement	Segmentation and personalization improve relationships.
Seamless System Integration	REST APIs allow easy connection to marketing and sales tools.

5. Why Choose Our Store & Marketing Module?

- **Unified Operations:** Manage inventory and marketing within a single ERP environment.
- **Data-Driven Decisions:** Leverage analytics to align stock levels with promotional activities.
- **Reduced Costs:** Cut storage expenses while maximizing marketing ROI.
- **Global Scalability:** Suitable for single-location operations or multi-warehouse global setups.
- **Low-Code/No-Code Flexibility:** Configure workflows without heavy IT dependency.

- **Secure & Scalable Hosting:** Private cloud deployment on **CTRL S**, Asia's 4th largest data center.

6. Conclusion

The **Store & Marketing Module** in **E2 ERP** is not just a tool—it's a **strategic asset** for organizations aiming to connect operational efficiency with market impact. By integrating real-time inventory control with intelligent marketing execution, it empowers businesses to grow profitably, sustainably, and competitively.

"When operations and marketing work in harmony, business success is inevitable."