零售業雲端服務應用

內容安排

- 內容安排
- 第0節: 簡介
- 第1節: 雲端服務簡介
- 第2節: 雲端運算模型簡介
- 第3節: 零售業的特質及對雲端服務的需要
- 第4節: 案例分享

第0節: 簡介

關於這個講座

- 在這個講座中, 您會學到
  - 什麼是雲服務
  - 雲服務的不同模型
  - 零售業的特質及對雲端服務的需要
  - 案例分享

關於您及關於我

- 關於我
- 關於您
  - 是那間公司, 角色是什麼?
  - 對雲服務的認識?
  - 有使用雲服務的一些經驗嗎?
  - 對這講座的期望?

第一節: 雲端服務簡介

雲端服務簡介

- **什麼是雲端服務?**
- 雲端服務的特色
  - 傳統IT資源困難調配
  - 雲端資源彈性調配
  - IT架構的改變
  - 雲端運算特色

什麼是雲端服務?

- 這是近年來很熱門的題目.
- 企業可透過雲計算, 使用一些"公共電腦或應用資源", 大大減輕自設服務器的壓力, 並可透過"按量收費"的模式, 用多少付費多少!
- 使企業獲得一個具彈性, 安全, 具成本效益的IT應用.
- 企業可花更多時間, 專注自己的業務.

什麼是雲端服務?

- **雲計算的概念** – 使用IT資源就好像使用公用資源一樣(如電力)

自助式隨需
(On-demand)

按量收費
(Pay-as-you-go)

資源統一
(Unified Access)

高可用性
(High Availability)

什麼是雲端服務?

- 雲計算的概念 – 使用IT資源就好像使用公用資源一樣(如電力)

Infrastructure

自助式隨需
(On-demand)

按量收費
(Pay-as-you-go)

資源統一
(Unified Access)

高可用性
(High Availability)

雲端服務簡介

- 什麼是雲端服務?
- 雲端服務的特色
  - 傳統IT資源困難調配
  - 雲端資源彈性調配
  - IT架構的改變
  - 雲端運算特色

雲端服務特色(1)

- **傳統IT資源困難調配**
- **特色 #1:** 用$0 已可開始, 不像傳統的方法要預先買入不同的設備

內部安裝(On-Premise)

Physical Space
Cabling
Power
Cooling
Networking
Racks
Servers
Storage
Certification
Labor

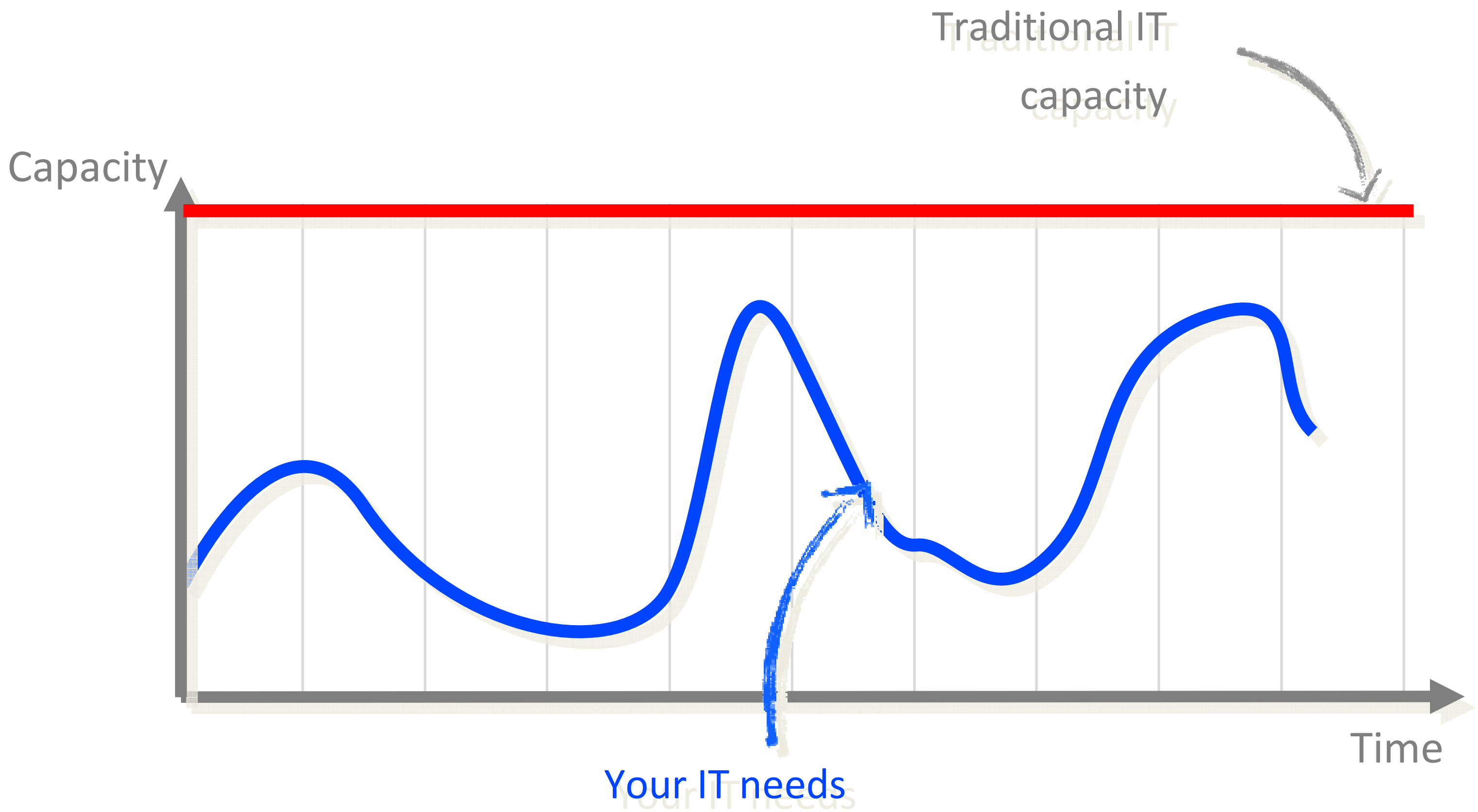
雲端應用

$0

to Get Started
no long-term contracts

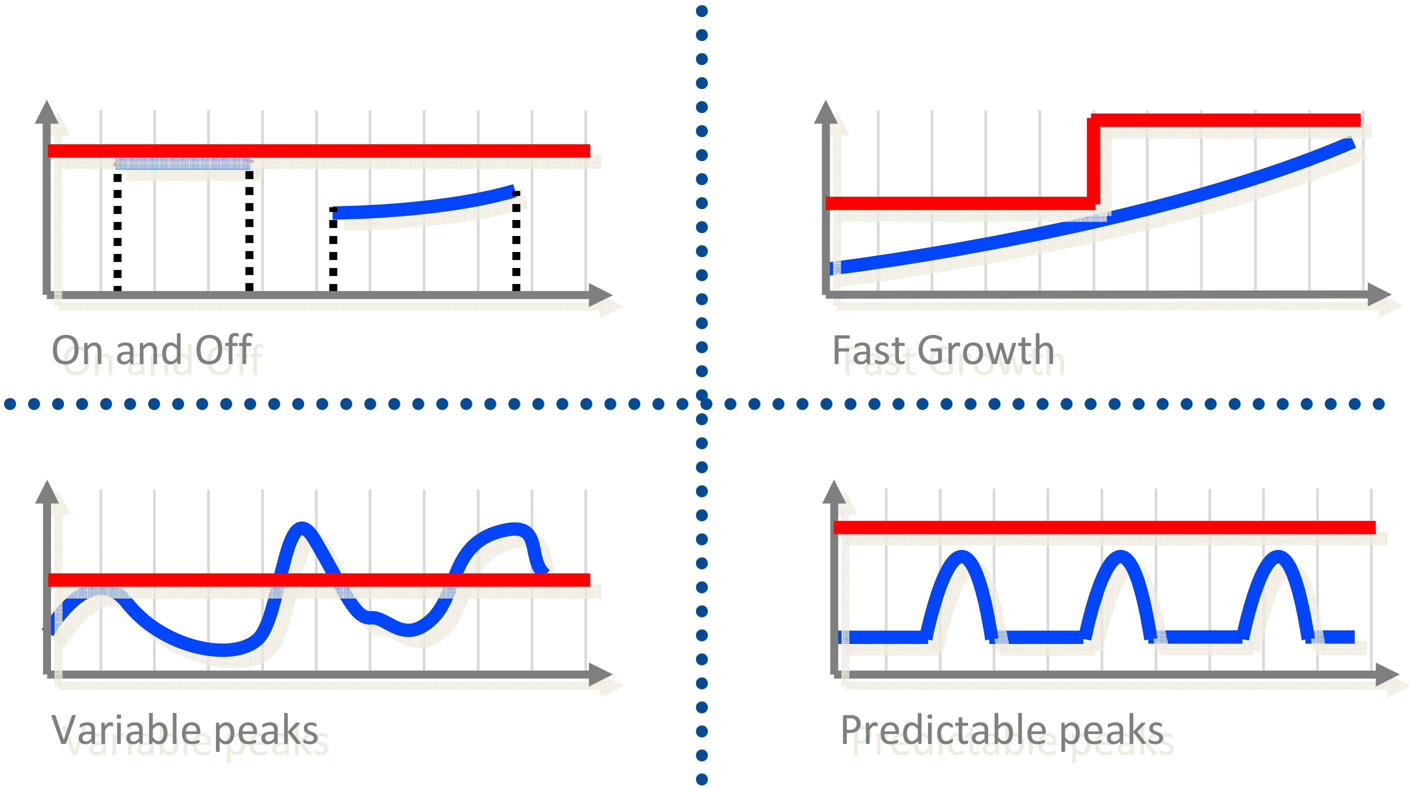
雲端服務特色(2)

- 雲端資源彈性調配
- 特色 **#2:** 使用傳統的內部配置, 較難滿足變化的IT資源需求



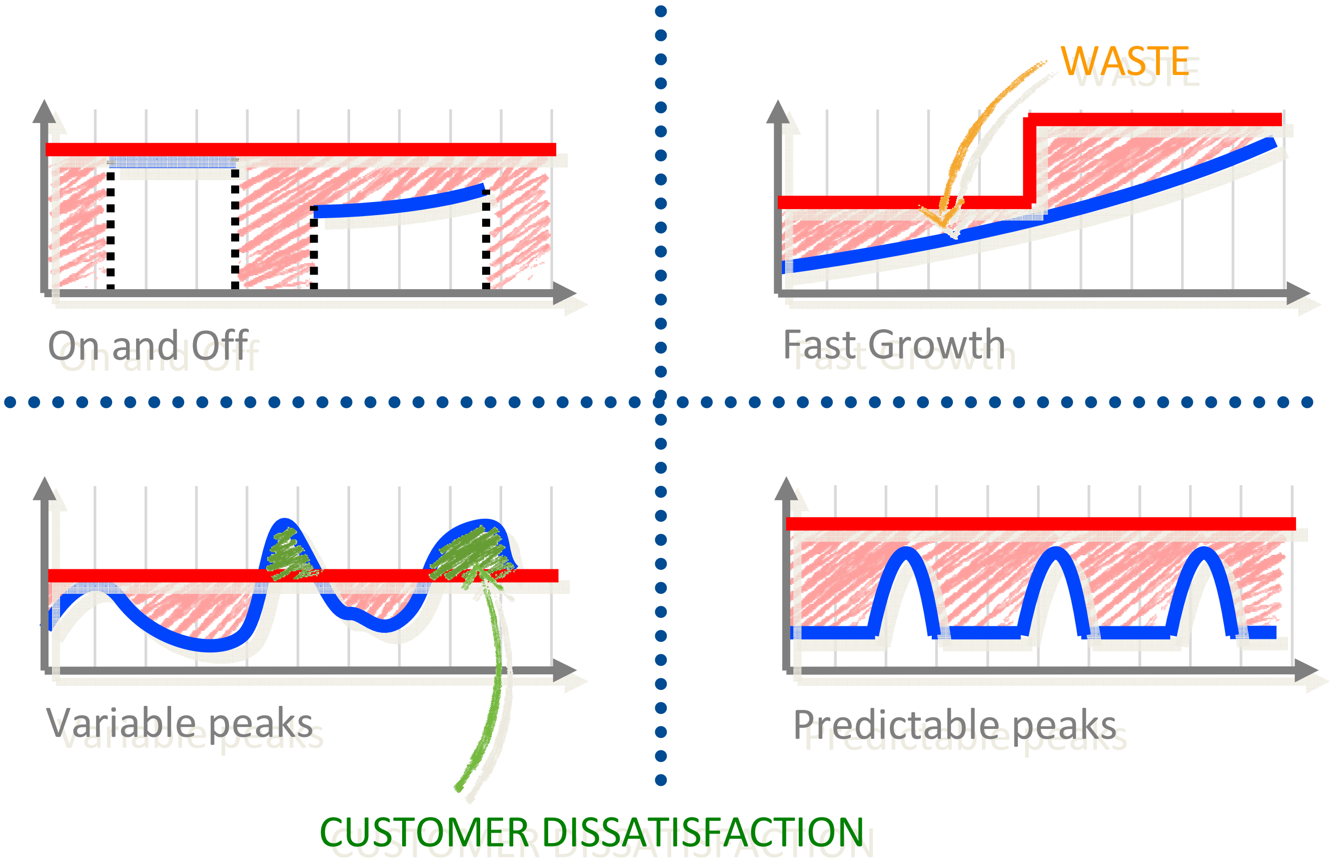
雲端服務特色(2)

- 雲端資源彈性調配
- 特色 **#2:** 使用傳統的內部配置, 較難滿足變化的IT資源需求


On and Off
Fast Growth
Variable peaks
Predictable peaks

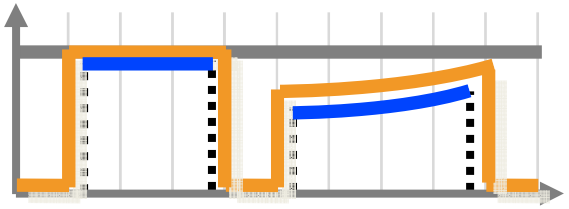
雲端服務特色(2)

- 雲端資源彈性調配
- 特色 **#2:** 使用傳統的內部配置, 較難滿足變化的IT資源需求

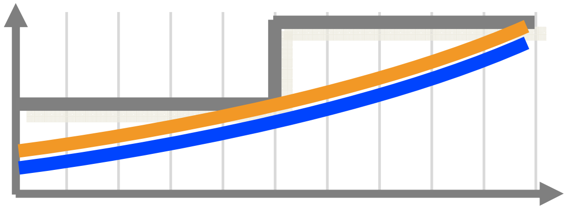


雲端服務特色(2)

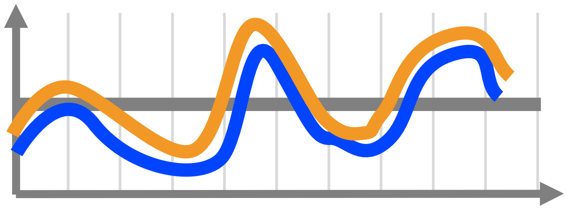
- 雲端資源彈性調配
- 特色 **#2:** 使用傳統的內部配置, 較難滿足變化的IT資源需求



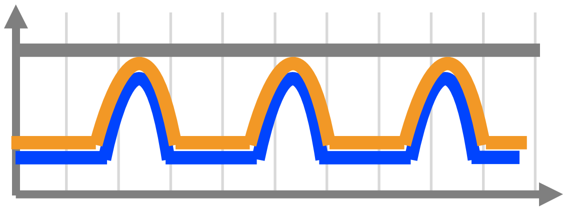
On and Off



Fast Growth



Variable peaks



Predictable peaks

雲端服務特色(3)

- 雲端運算特色
- 業務變得**更有彈性**, 可進行不同的**實驗**, 開始時**無需要長期投資**
- 可按業務發展情況, 再決定下一步的投資
- 雲端服務提供商可專注提供服務, 您可**專注業務**, 各得好處

雲端服務特色(4)

- **IT架構的改變**
- 將固定成本變成可變成本, **CAPEX**變成了**OPEX**

- 如有需要作批量運算時, 可使用**100**台服務器運算**1**小時, 因在雲端的價格將等同1台服務器運算100小時

第二節: 雲端運算模型簡介

雲端運算模型簡介

- 三個雲端運算的服務模型
  - 架構即服務 (IaaS)
  - 平台即服務 (PaaS)
  - 軟件即服務 (SaaS)
- 雲端運算的部署模型
  - 公有雲 (Public cloud)
  - 私有雲 (Private cloud)
  - 混合雲 (Hybrid cloud)

架構即服務 (IaaS)

- 架構即服務 = Infrastructure-as-a-Service
- 提供較**基層的IT**資源, 如服務器, 儲存, 寬帶等等
- 如打算自行在**這層上建設**應用, 則可選擇IaaS的提供商
- 提供商: Amazon Web Services (AWS), RackSpace

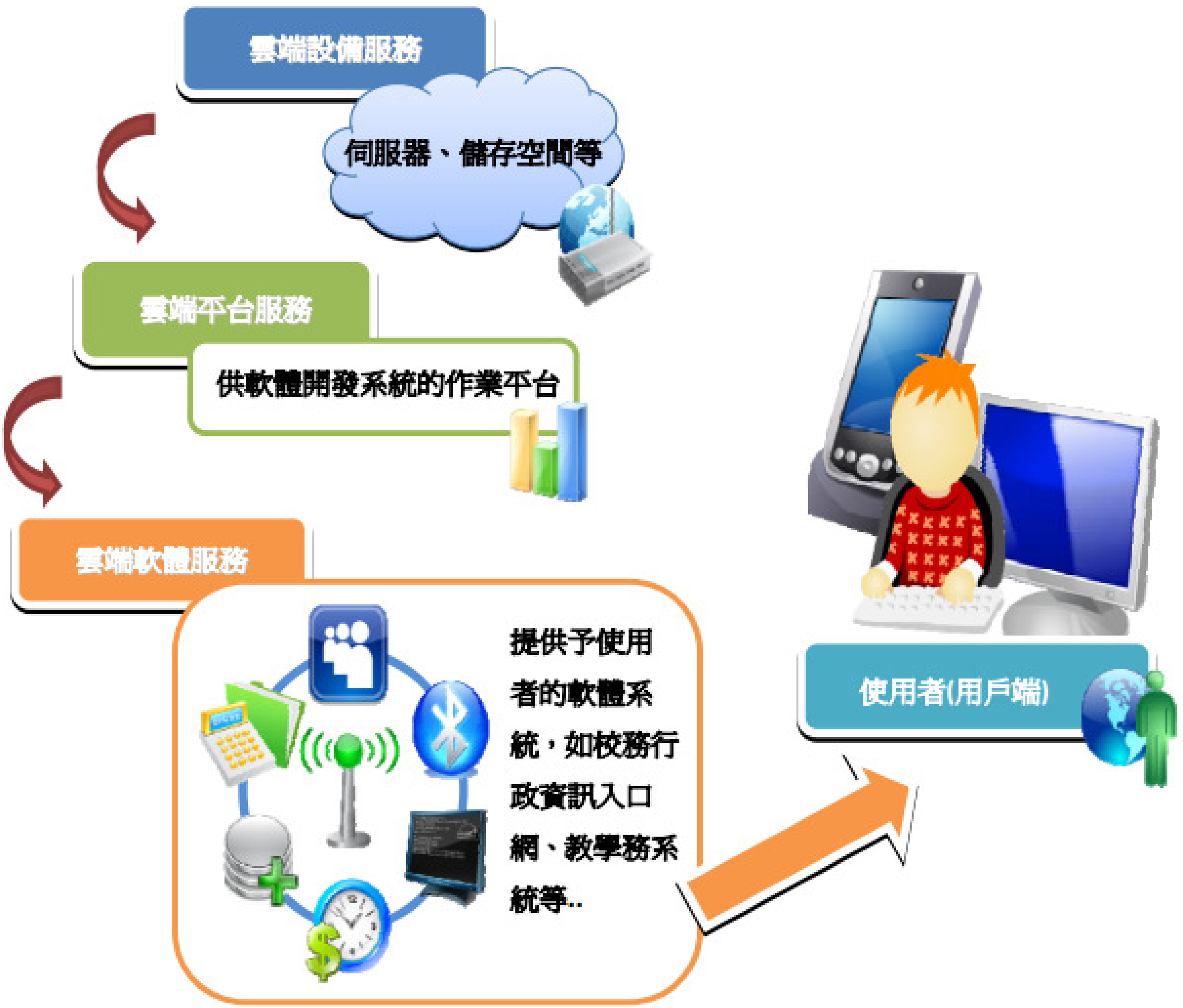
平台即服務 (PaaS)

- 平台即服務 = Platform-as-a-Service
- 在基礎IT資源上, 再加上了一套**開發架構**, 方便使用架構建設應用
- 開發應用時只需**關心如何使用架構**, 不用管理基礎IT資源
- 不同的廠商都推出了**不同架構**.
- 例如: Google App Engine, Microsoft Azure, Heroku等等

軟件即服務 (SaaS)

- 軟件即服務 = Software-as-a-Service
- 這個就是應用層, 是面向用戶的, 也是某商業應用設計的
- 透過WEB來使用, 不用安裝, 有瀏覽器就能夠使用
- 這層的服務較適合零售商使用
- 例如: Salesforce (客戶管理平台), Google Apps (如網上OFFICE), BOX.NET (網上硬盤), ZOHO (網上電郵)

三個雲端運算的服務模型



雲端設備服務

伺服器、儲存空間等

雲端平台服務

供軟體開發系統的作業平台

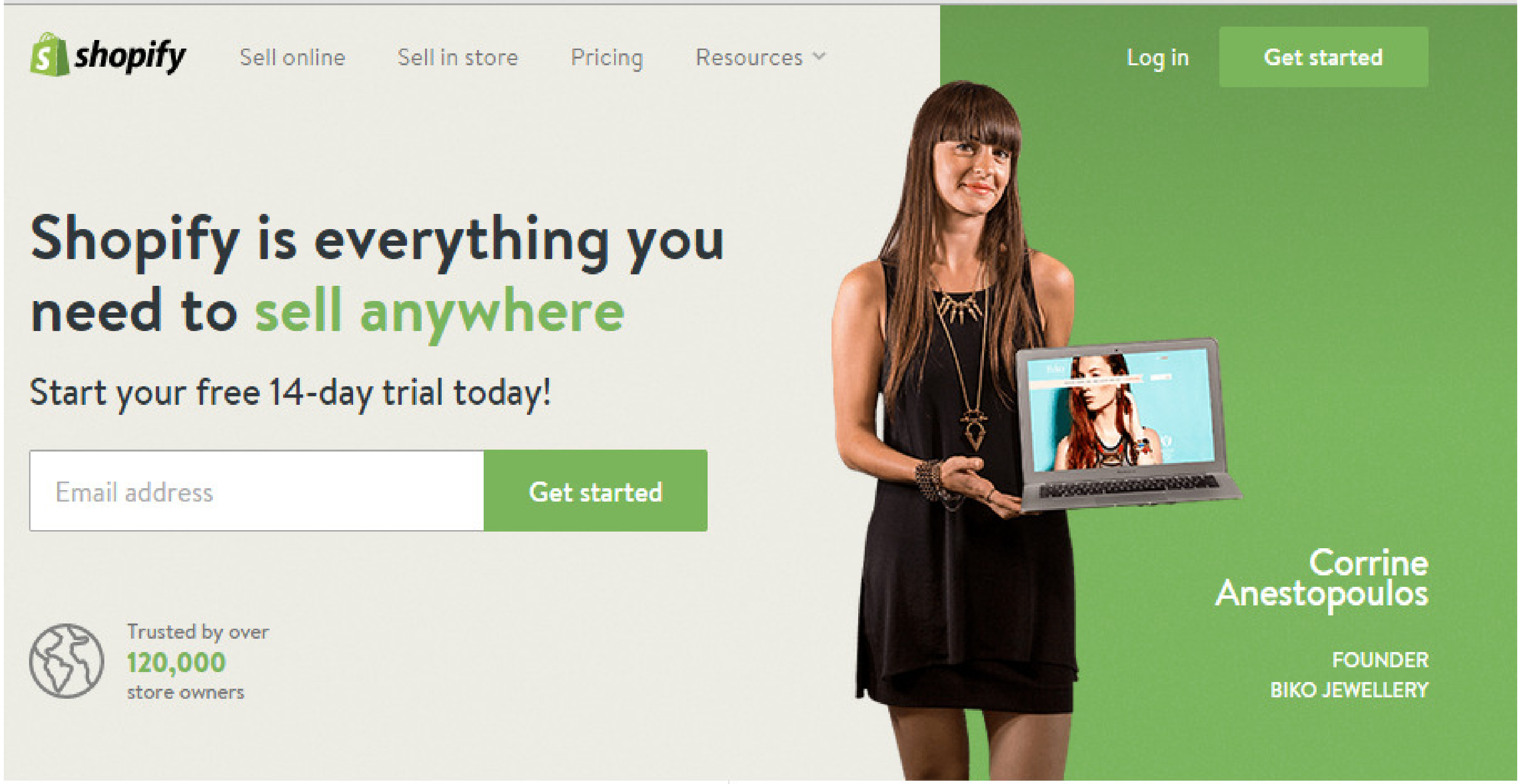
雲端軟體服務

提供予使用者的軟體系統，如校務行政資訊入口網、教學務系統等..

使用者(用戶端)

三個雲端運算的服務模型

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助建立網上商店的平台(SHOPIFY).



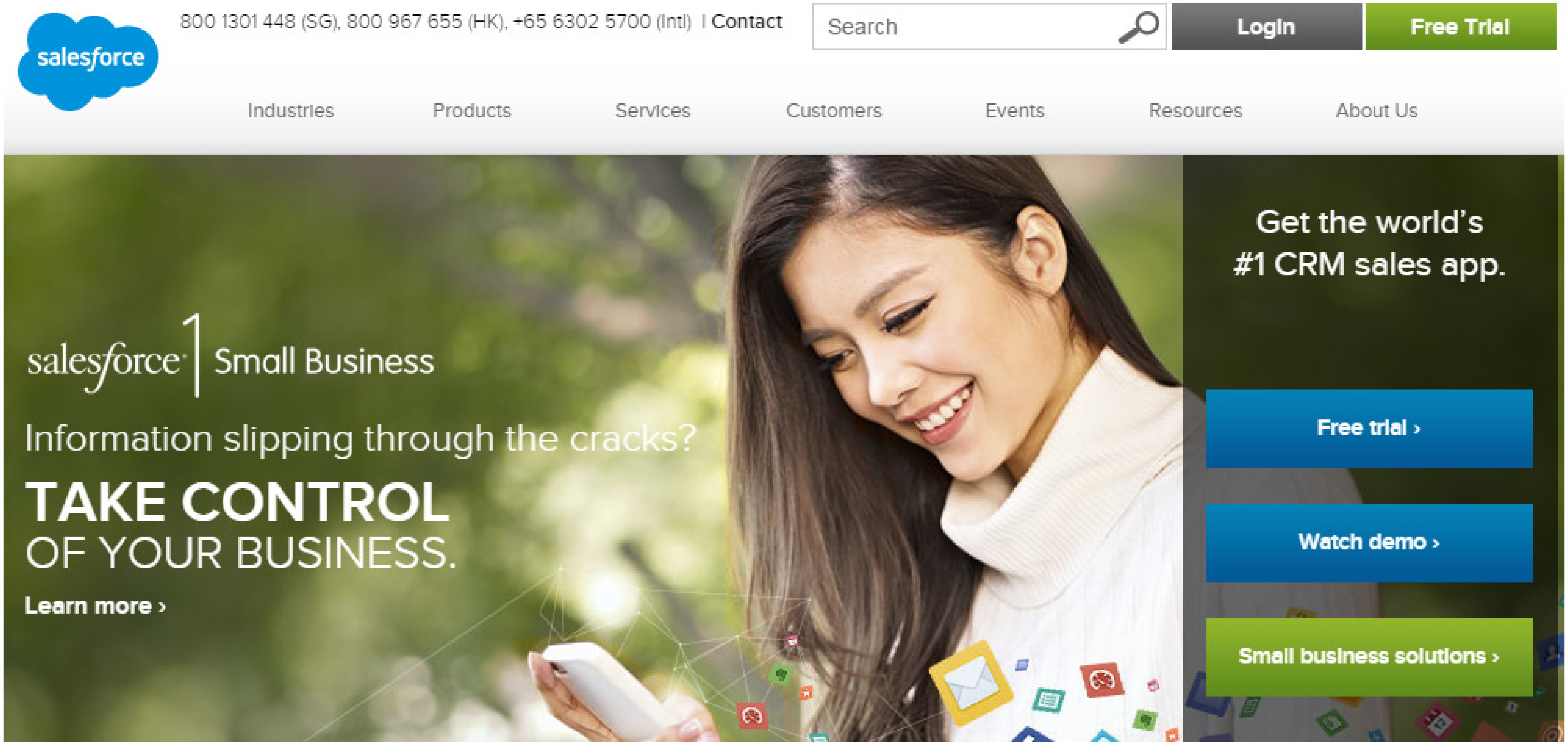
shopify
Sell online
Sell in store
Pricing
Resources
Log in
Get started
Email address
Get started
Trusted by over
120,000
store owners
Corrine Anestopoulos
FOUNDER
BIKO JEWELLERY

Shopify is everything you need to sell anywhere

Start your free 14-day trial today!

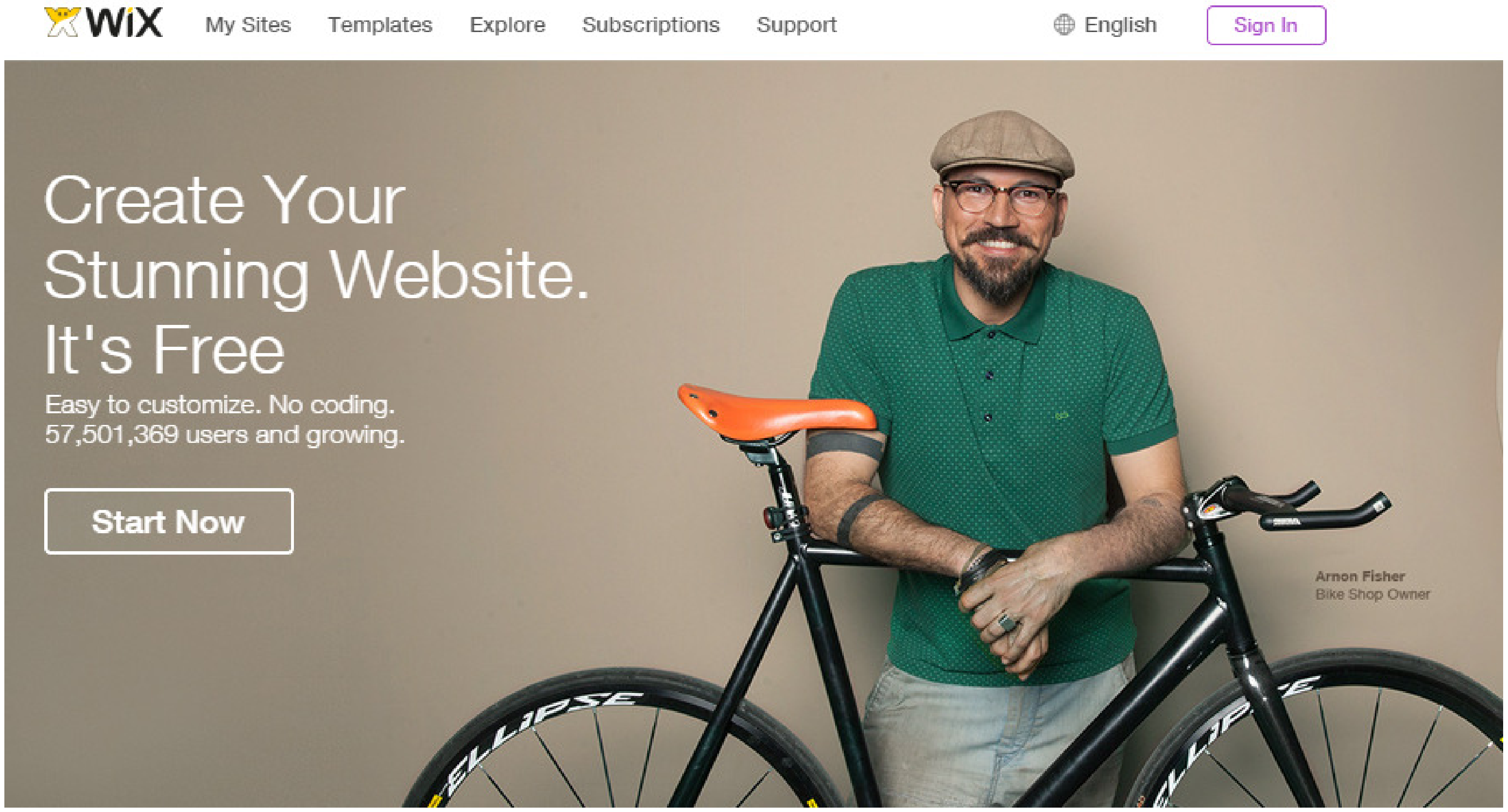
三個雲端運算的服務模型

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助管理客戶的CRM平台(SALESFORCE).


salesforce
800 1301 448 (SG), 800 967 655 (HK), +65 6302 5700 (Intl) | Contact
Search
Login
Free Trial
Industries
Products
Services
Customers
Events
Resources
About Us
salesforce | Small Business
Information slipping through the cracks?
TAKE CONTROL
OF YOUR BUSINESS.
Learn more ›
Get the world's
#1 CRM sales app.
Free trial ›
Watch demo ›
Small business solutions ›

三個雲端運算的服務模型

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助制作網頁的平台(WIX).


WiX
My Sites
Templates
Explore
Subscriptions
Support
English
Sign In

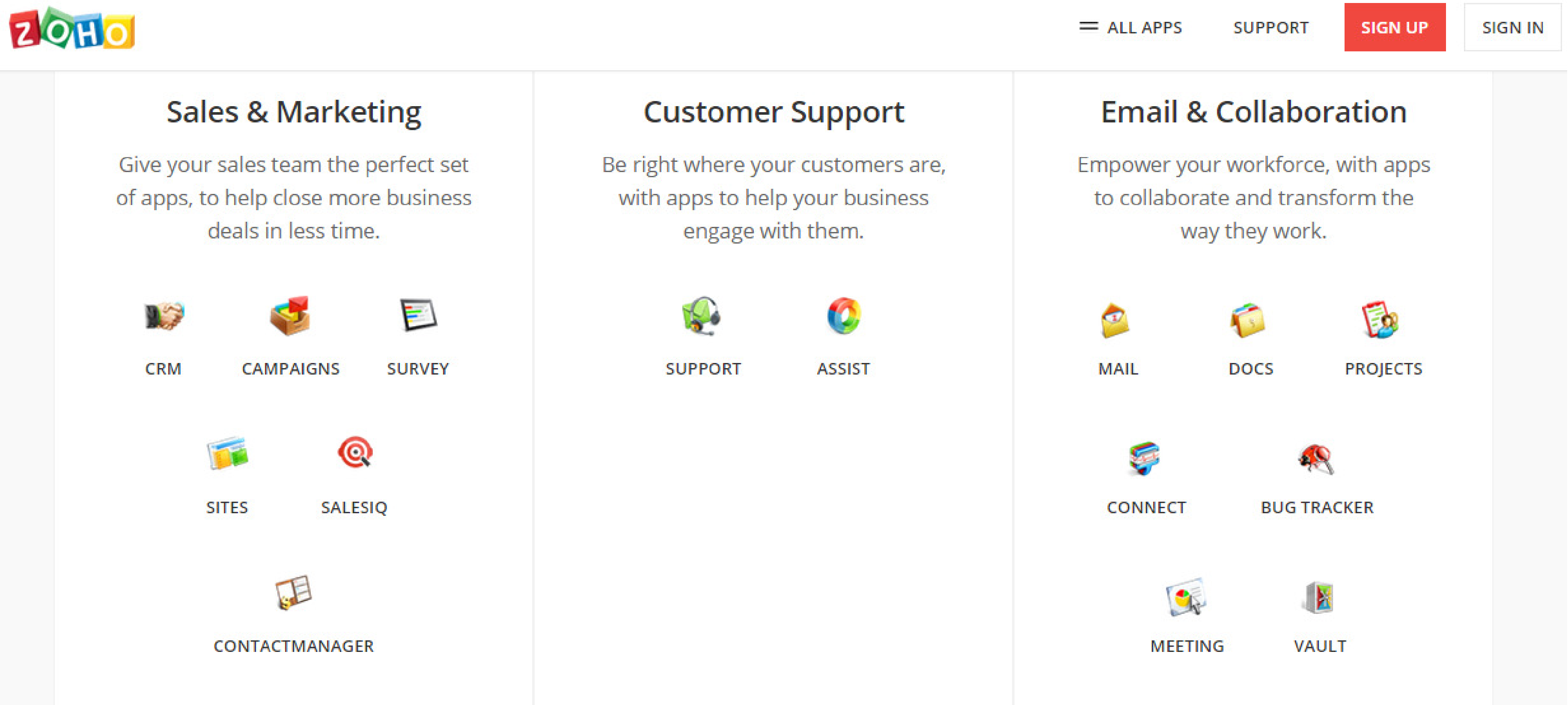
Create Your Stunning Website. It's Free

Easy to customize. No coding.
57,501,369 users and growing.

Start Now
Arnon Fisher
Bike Shop Owner

三個雲端運算的服務模型

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助公司內部構通的平台 (ZOHO).



ZOHO
ALL APPS
SUPPORT
SIGN UP
SIGN IN

Sales & Marketing

Give your sales team the perfect set of apps, to help close more business deals in less time.

CRM
CAMPAIGNS
SURVEY
SITES
SALESIQ
CONTACTMANAGER

Customer Support

Be right where your customers are, with apps to help your business engage with them.

SUPPORT
ASSIST

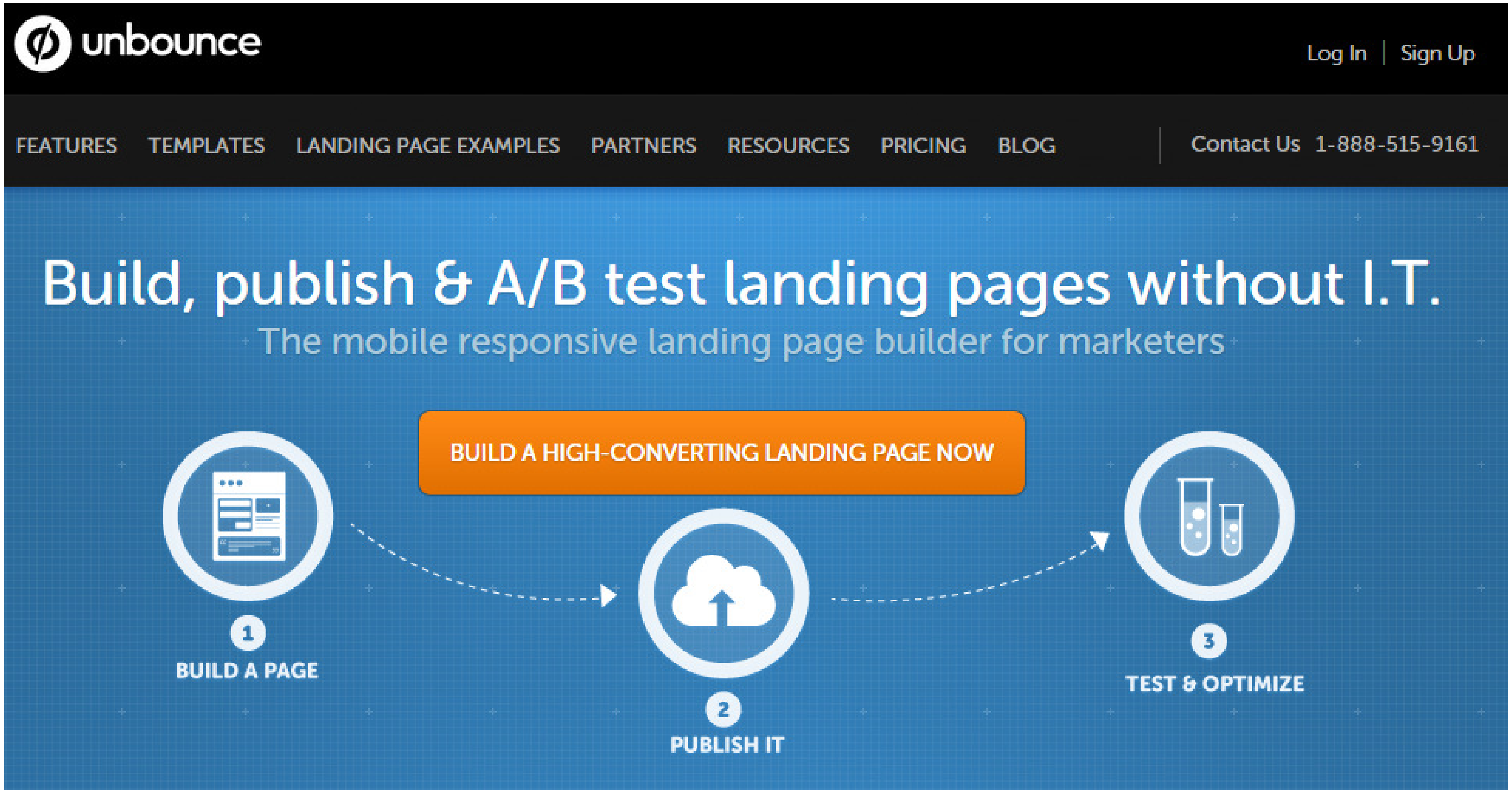
Email & Collaboration

Empower your workforce, with apps to collaborate and transform the way they work.

MAIL
DOCS
PROJECTS
CONNECT
BUG TRACKER
MEETING
VAULT

三個雲端運算的服務模型

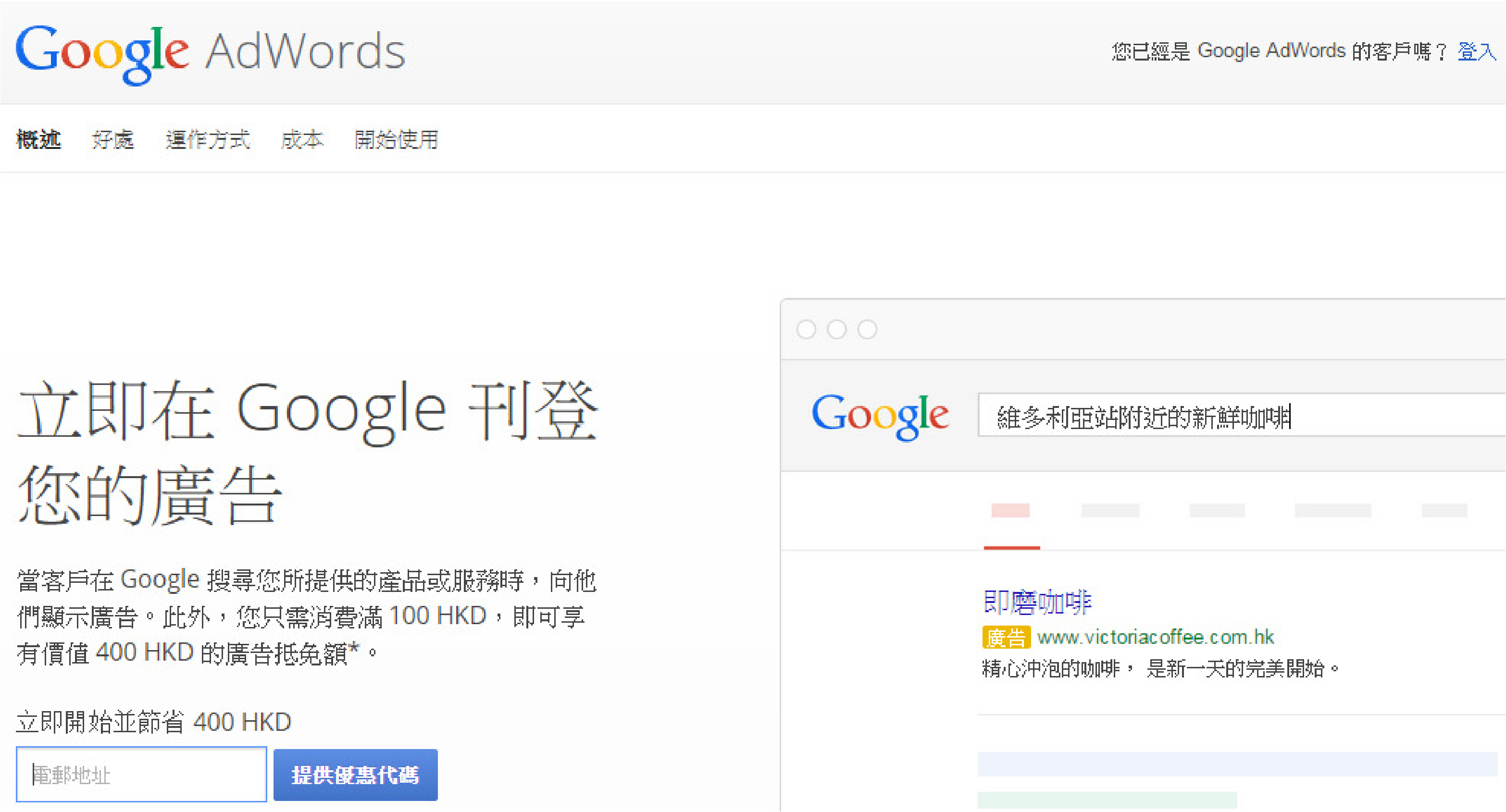
- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助建立營銷登陸頁的平台(UNBOUNCE).



unbounce
Log In | Sign Up
FEATURES
TEMPLATES
LANDING PAGE EXAMPLES
PARTNERS
RESOURCES
PRICING
BLOG
Contact Us 1-888-515-9161
Build, publish & A/B test landing pages without I.T.
The mobile responsive landing page builder for marketers
BUILD A HIGH-CONVERTING LANDING PAGE NOW
1
BUILD A PAGE
2
PUBLISH IT
3
TEST & OPTIMIZE

三個雲端運算的服務模型

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助進行文字式搜尋廣告的營銷平台(ADWORDS).


Google AdWords
您已經是 Google AdWords 的客戶嗎？ 登入
概述
好處
運作方式
成本
開始使用
電郵地址
提供優惠代碼
Google

立即在 Google 刊登您的廣告

當客戶在 Google 搜尋您所提供的產品或服務時，向他們顯示廣告。此外，您只需消費滿 100 HKD，即可享有價值 400 HKD 的廣告抵免額*。

立即開始並節省 400 HKD

維多利亞站附近的新鮮咖啡

即磨咖啡

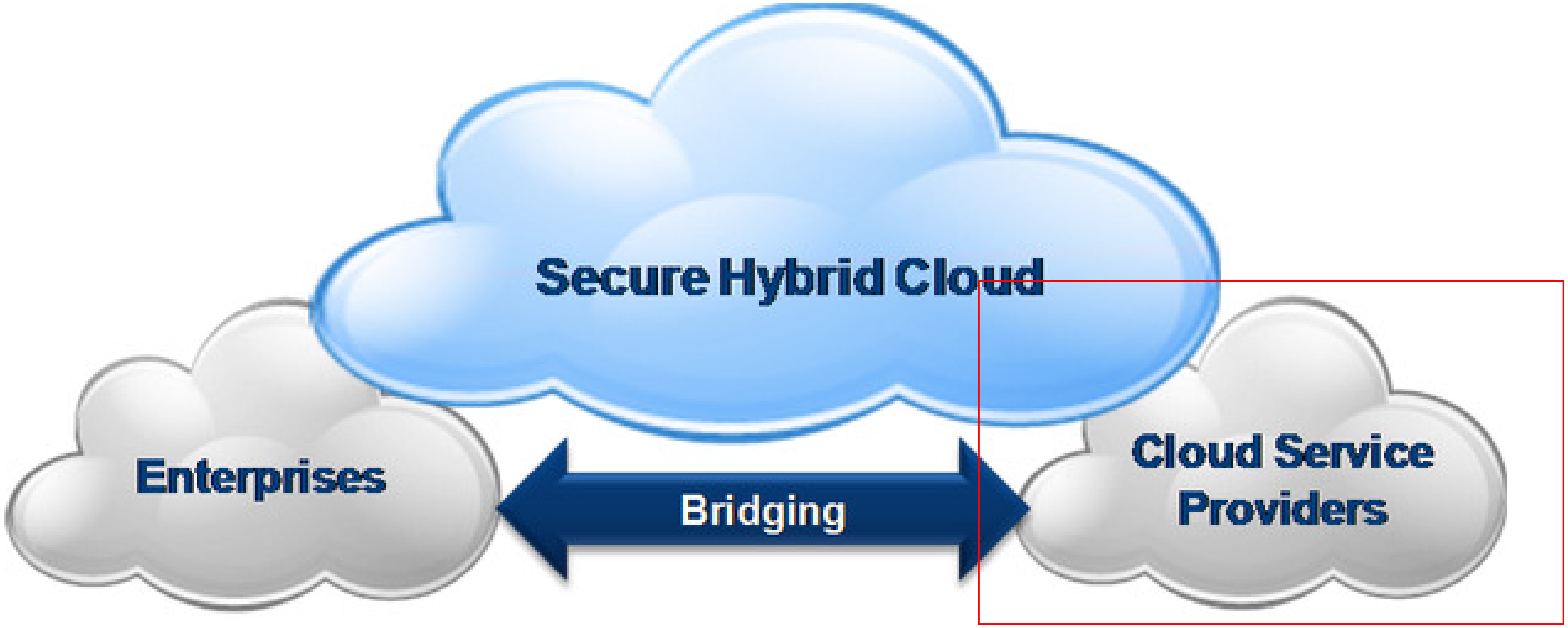
廣告 www.victoriacoffee.com.hk

精心沖泡的咖啡， 是新一天的完美開始。

雲端運算模型簡介

- 三個雲端運算的服務模型
  - 架構即服務 (IaaS)
  - 平台即服務 (PaaS)
  - 軟件即服務 (SaaS)
- 雲端運算的部署模型
  - 公有雲 (Public cloud)
  - 私有雲 (Private cloud)
  - 混合雲 (Hybrid cloud)

雲端運算的部署模型


Secure Hybrid Cloud
Enterprises
Bridging
Cloud Service Providers

公有雲

- **公有雲**是指在互聯網上將雲服務公開給一般大眾來使用
- 最典型的例子就是**Google搜索服務**
- 它們的共同特色就是將個人**數據從私人電腦移動到公開式的雲計算**上
- 且**免費或按量收費**開放給任何人使用
- 這些網路數據由提供**公共雲的供應商**負責維護與保護

Public clouds

公有雲的優點

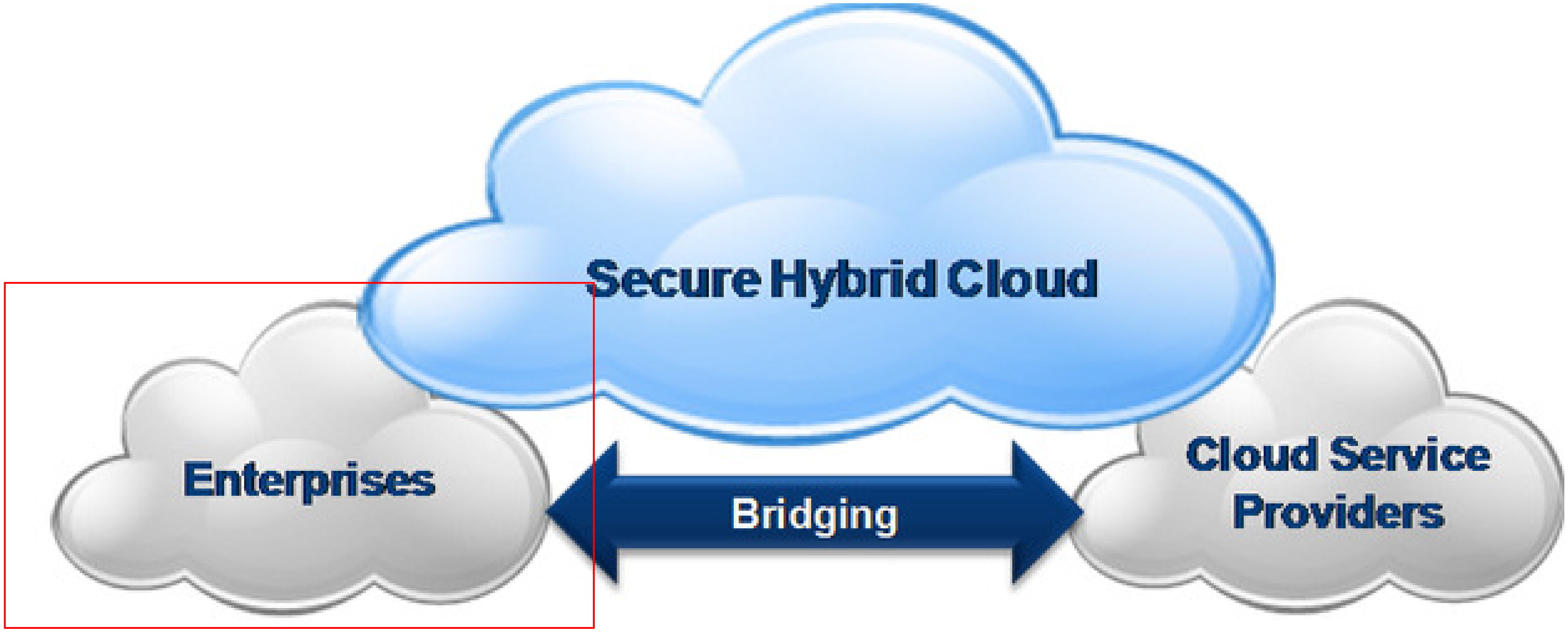
- 公有雲的主要優點如下
- **免費或按量收費**、方便訪問且與硬體裝置無關

- **具備彈性與伸縮性**，可依照自己所需使用不同的應用程式

- 不浪費資源，僅支付你所使用的時間**所需的費用**

Public clouds

雲端運算的部署模型


Secure Hybrid Cloud
Enterprises
Bridging
Cloud Service Providers

私有雲

- 私有雲計算是指**企業可以完全控制**的雲計算方式
- 例如雲存儲的**存儲資源的訪問可以完全有企業控制**，而不是哪一個雲計算服務提供商
- 私有雲的另外一種概念是由**雲計算提供商提供強的隔離性**，將用戶構建的集群以及數據中心作為一個雲服務的獨立和隔離的子集，成為一個**用戶私有的子雲**。

Private clouds

私有雲的優點

- 私有雲計算的優勢
- 能對數據、安全性提供有效控制

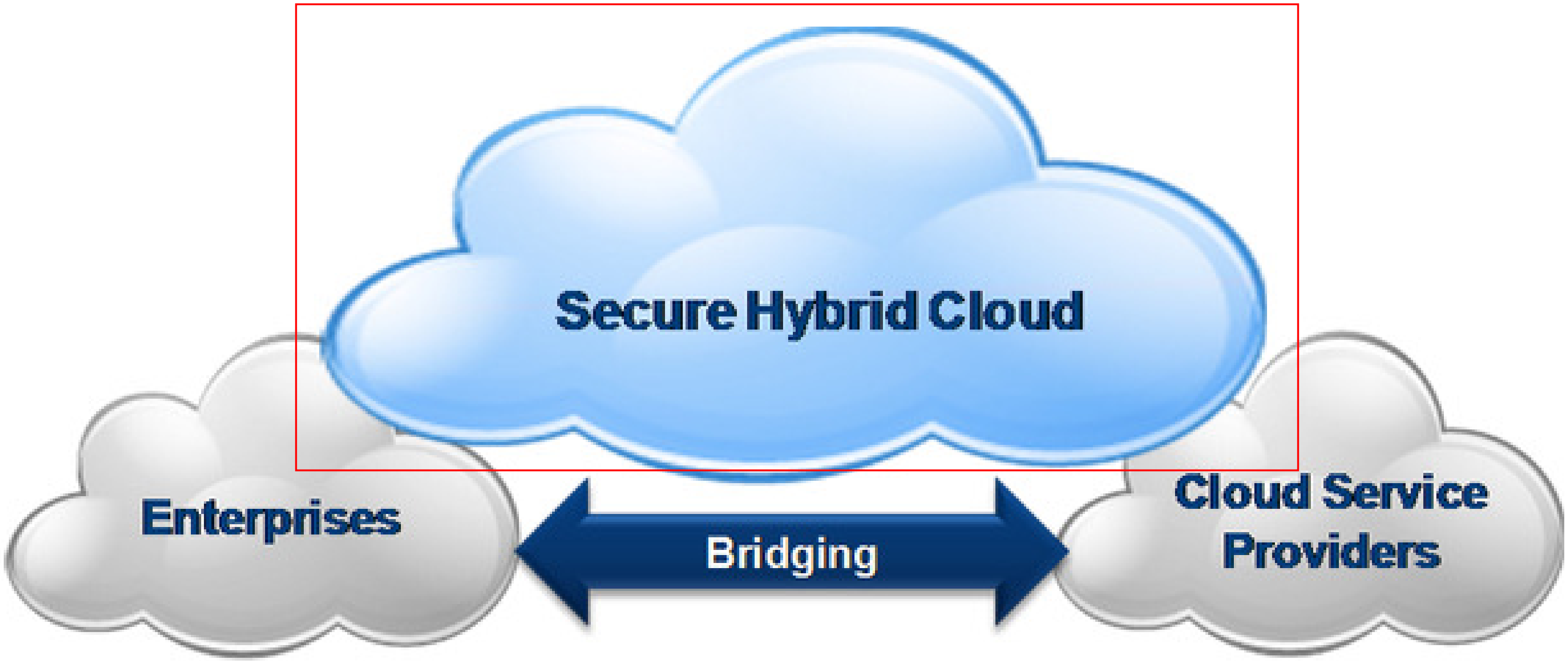
- 提供更高的服務質量

- 充分利用現有硬體資源和軟體資源

- 部署方式靈活

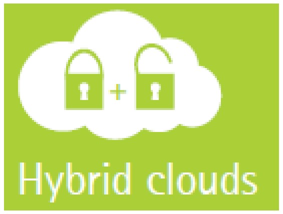
Private clouds

雲端運算的部署模型


Secure Hybrid Cloud
Enterprises
Bridging
Cloud Service Providers

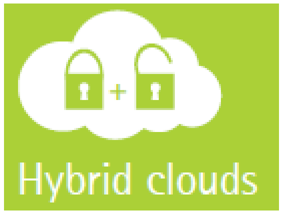
混合雲

- 混合雲是公共雲和私有雲的混合
- 當公司需要使用既是公共雲又是私有雲的服務時，選擇混合雲比較合適


+
Hybrid clouds

混合雲的優點

- 混合雲計算的優勢
- 混合雲有助於提供所需的、外部供應的擴展
- 用公用雲的資源擴充專用雲的能力
- 可用來在發生工作負荷快速波動時維持服務水平


Hybrid clouds

第3節: 零售業的特質及對雲端服務的需要

零售業的特質及對雲端服務的需要

- **對零售業的3大業務必要性**
- 雲端應用發揮商業價值
- 雲端應用: SHOPIFY
- 雲端應用: BINDO

傳統零售方法

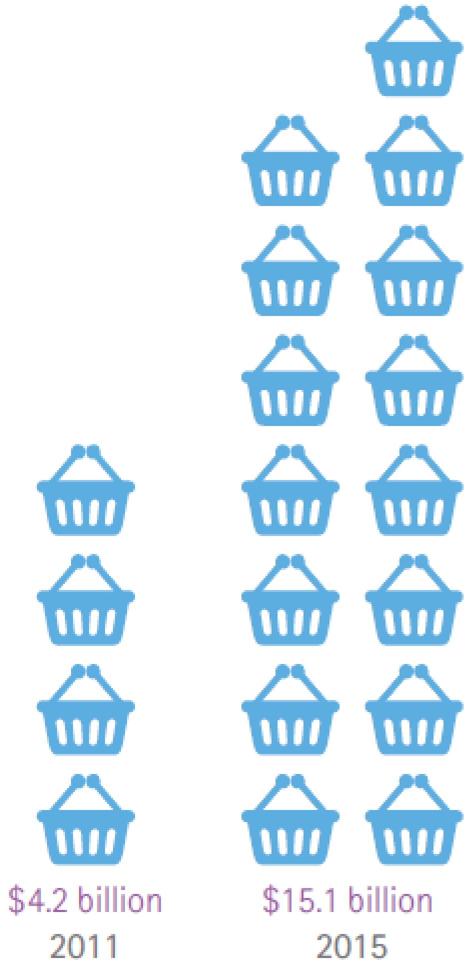
- 還用舊的模式運作您的零售業務嗎?

零售商的雲端市場

- 雲端應用可為零售商連接**時間緊迫**, 流**動性強的及熱愛電子科技的消費者**, 提供更好的購買體驗 (Shopping Experience)

- 雲端應用可使零售商**快速面對改變**, 建立適當的應用, 緊貼消費者.

- 提供給零售商的雲端市場規模, 預計由**2011**年的**42**億美元, 升至**2015**年的**150**億美元.



對零售業的3大必要性

1. 建立無縫多方平台

數據+分析+執行=無縫零售 (Seamless Retailing)

準確零售數據

統一客戶檔案

實時個人化

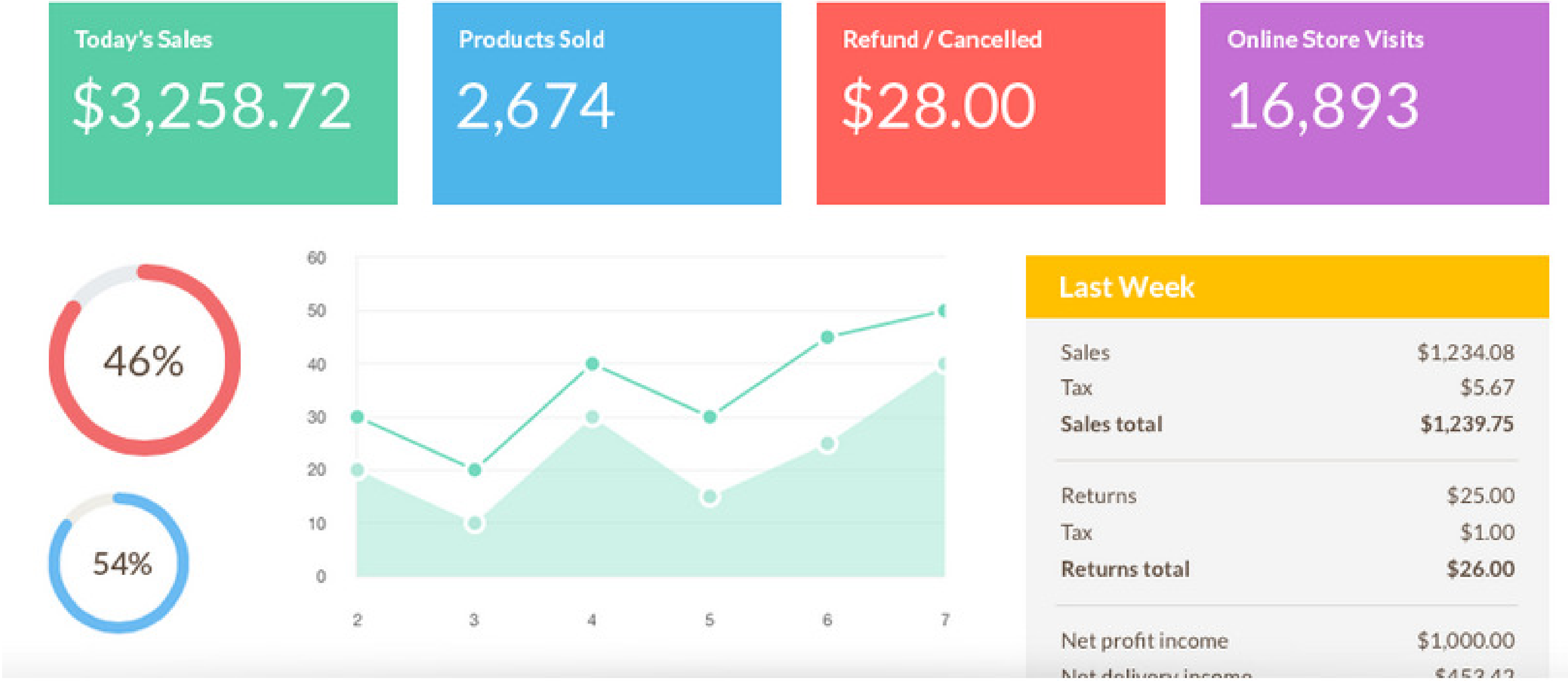
隨時隨地下單

統一購物體驗

進行不同實驗

對零售業的3大必要性

- 例如: 準確零售數據使分析變得更為容易



Today's Sales
$3,258.72

Products Sold
2,674

Refund / Cancelled
$28.00

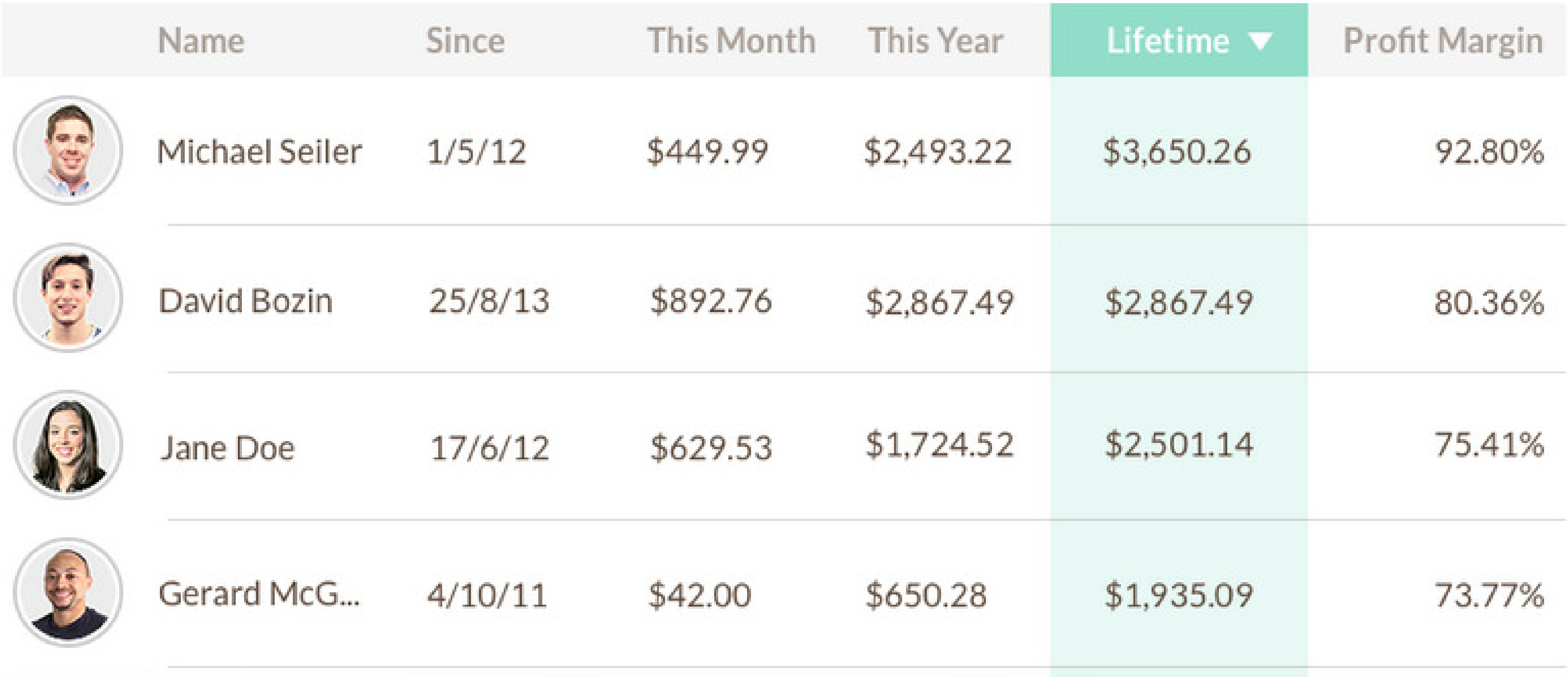
Online Store Visits
16,893

Last Week

Sales	$1,234.08
Tax	$5.67
Sales total	**$1,239.75**
Returns	$25.00
Tax	$1.00
Returns total	**$26.00**
Net profit income	$1,000.00
Net delivery income	$453.42

對零售業的3大必要性

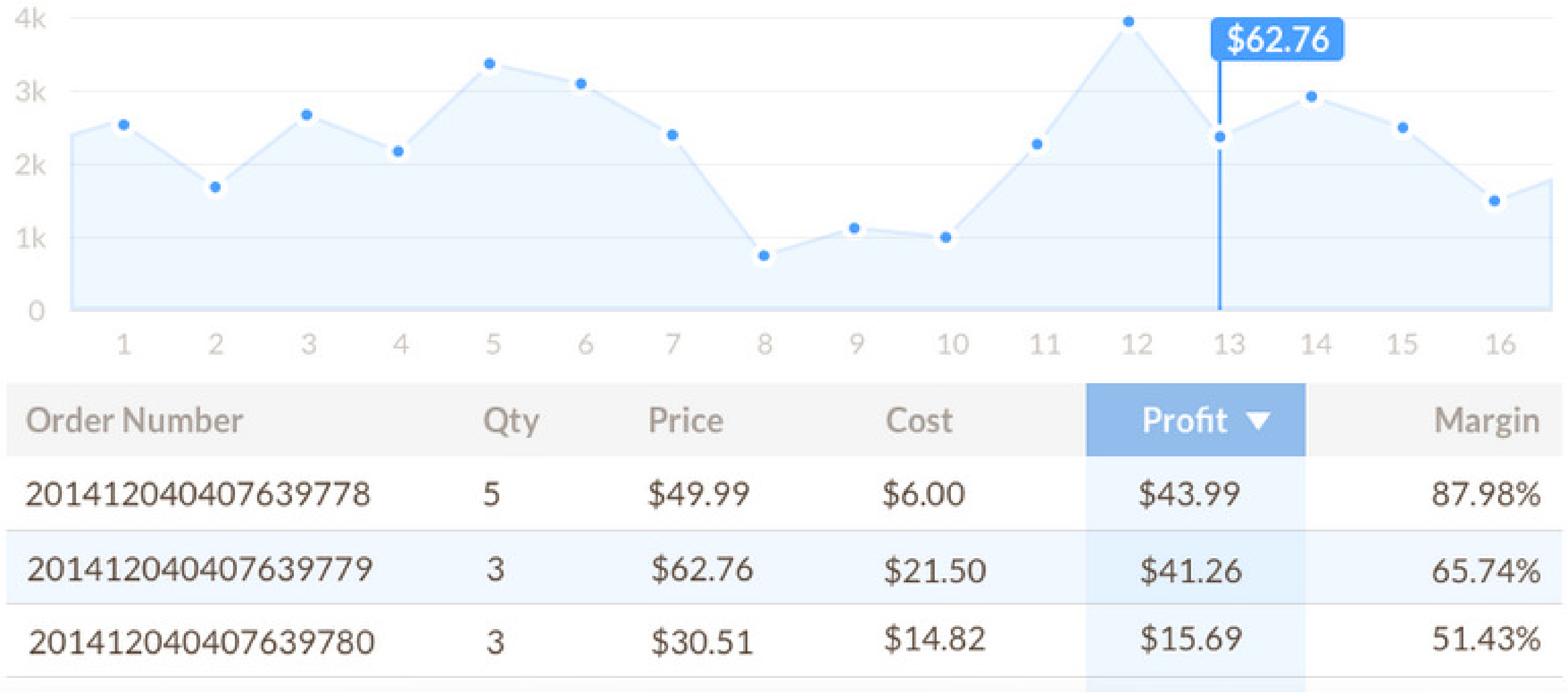
- 統一客戶檔案, 更能了解客戶的購買習慣



Name	Since	This Month	This Year	Lifetime ▼	Profit Margin
Michael Seiler	1/5/12	$449.99	$2,493.22	$3,650.26	92.80%
David Bozin	25/8/13	$892.76	$2,867.49	$2,867.49	80.36%
Jane Doe	17/6/12	$629.53	$1,724.52	$2,501.14	75.41%
Gerard McG...	4/10/11	$42.00	$650.28	$1,935.09	73.77%

對零售業的3大必要性

- 統一客戶檔案, 更能了解客戶的購買習慣

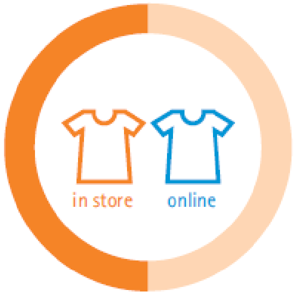

4k
3k
2k
1k
0
$62.76
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16

Order Number	Qty	Price	Cost	Profit ▼	Margin
201412040407639778	5	$49.99	$6.00	$43.99	87.98%
201412040407639779	3	$62.76	$21.50	$41.26	65.74%
201412040407639780	3	$30.51	$14.82	$15.69	51.43%

對零售業的3大必要性

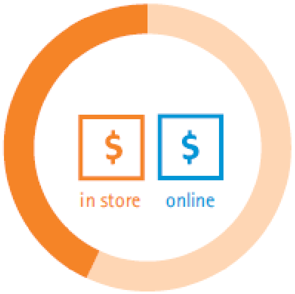
2. 提供無縫的客戶體驗(Customer Experience)

- 客戶想用自己喜愛的渠道購物
- 客戶想獲取準確的信息
- 零售商想考慮如何在不同渠道提供統一客戶購物體驗



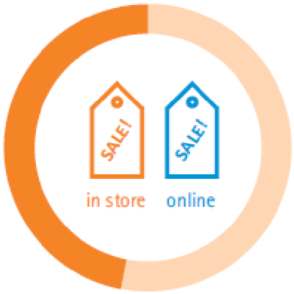
50%

One half expect the same product assortment in store as online



57%

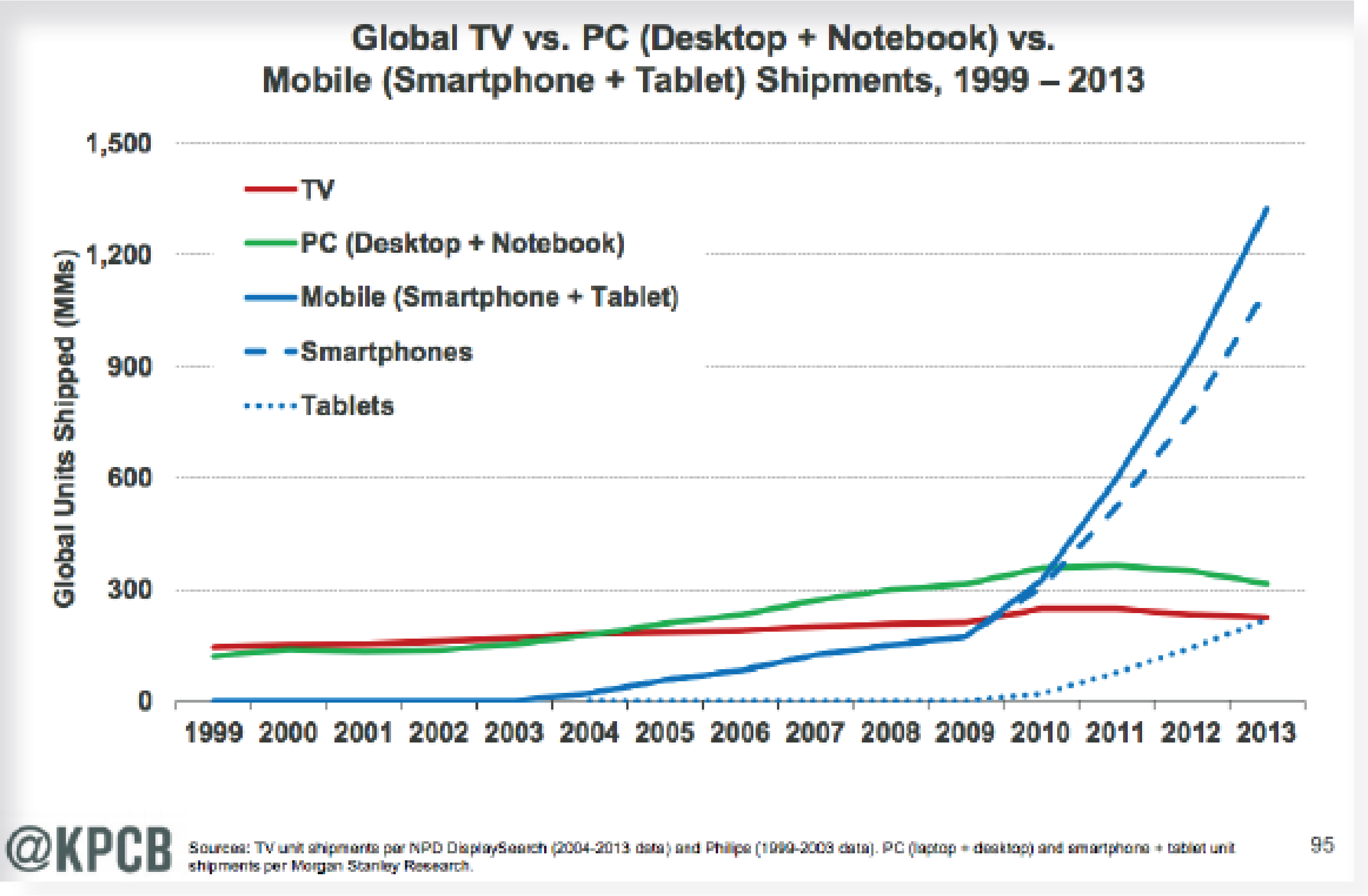
57% of respondents expect the same pricing in store as online



53%

53% want the same promotions in store and online

對零售業的3大必要性

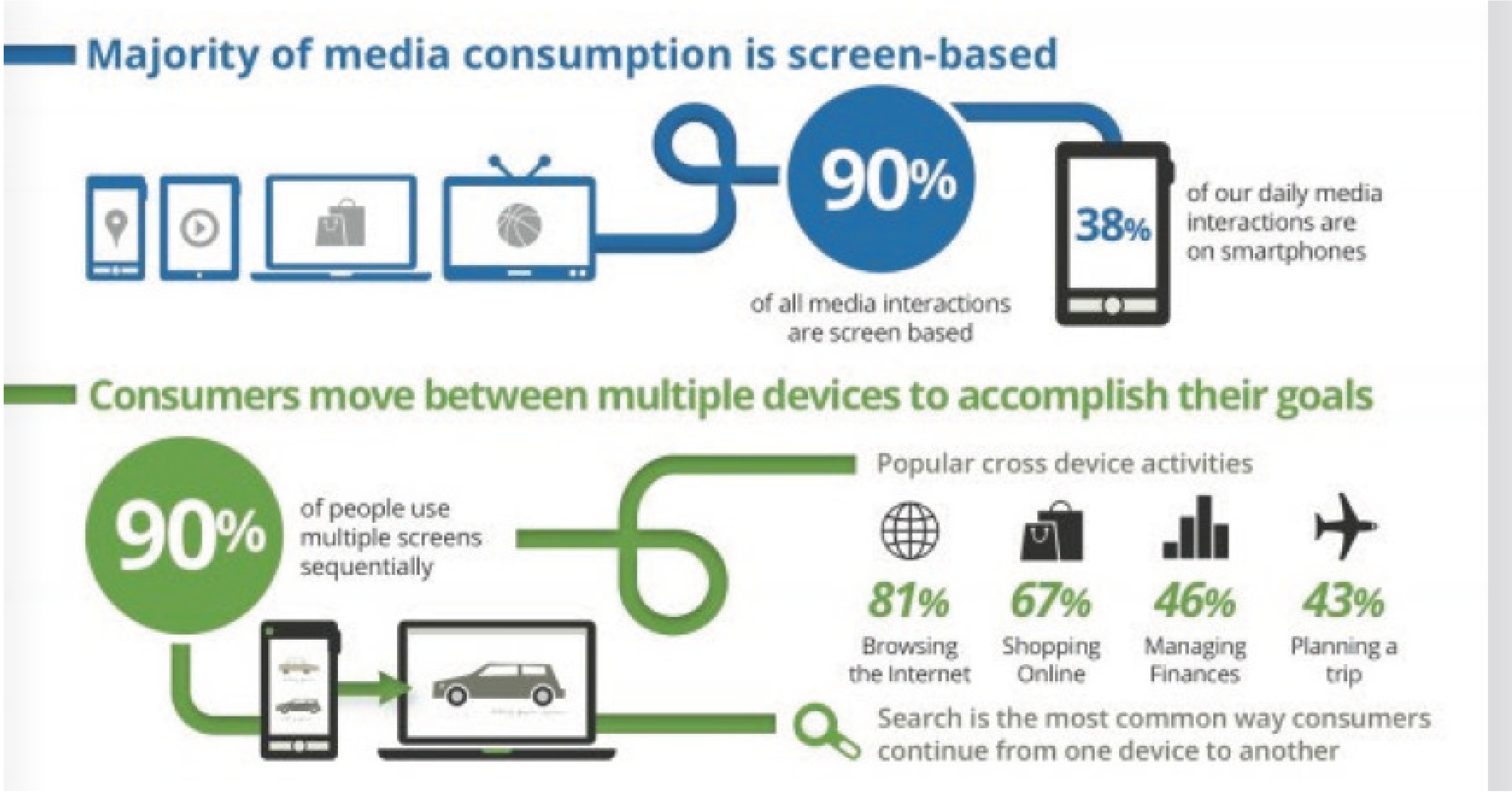


Global TV vs. PC (Desktop + Notebook) vs. Mobile (Smartphone + Tablet) Shipments, 1999 – 2013

Sources: TV unit shipments per NPD DisplaySearch (2004-2013 data) and Philips (1999-2003 data). PC (laptop + desktop) and smartphone + tablet unit shipments per Morgan Stanley Research.

對零售業的3大必要性

- 消費者往往**通過數個**不同的**設備**來進行購買



Majority of media consumption is screen-based

90% of all media interactions are screen based

38% of our daily media interactions are on smartphones

Consumers move between multiple devices to accomplish their goals

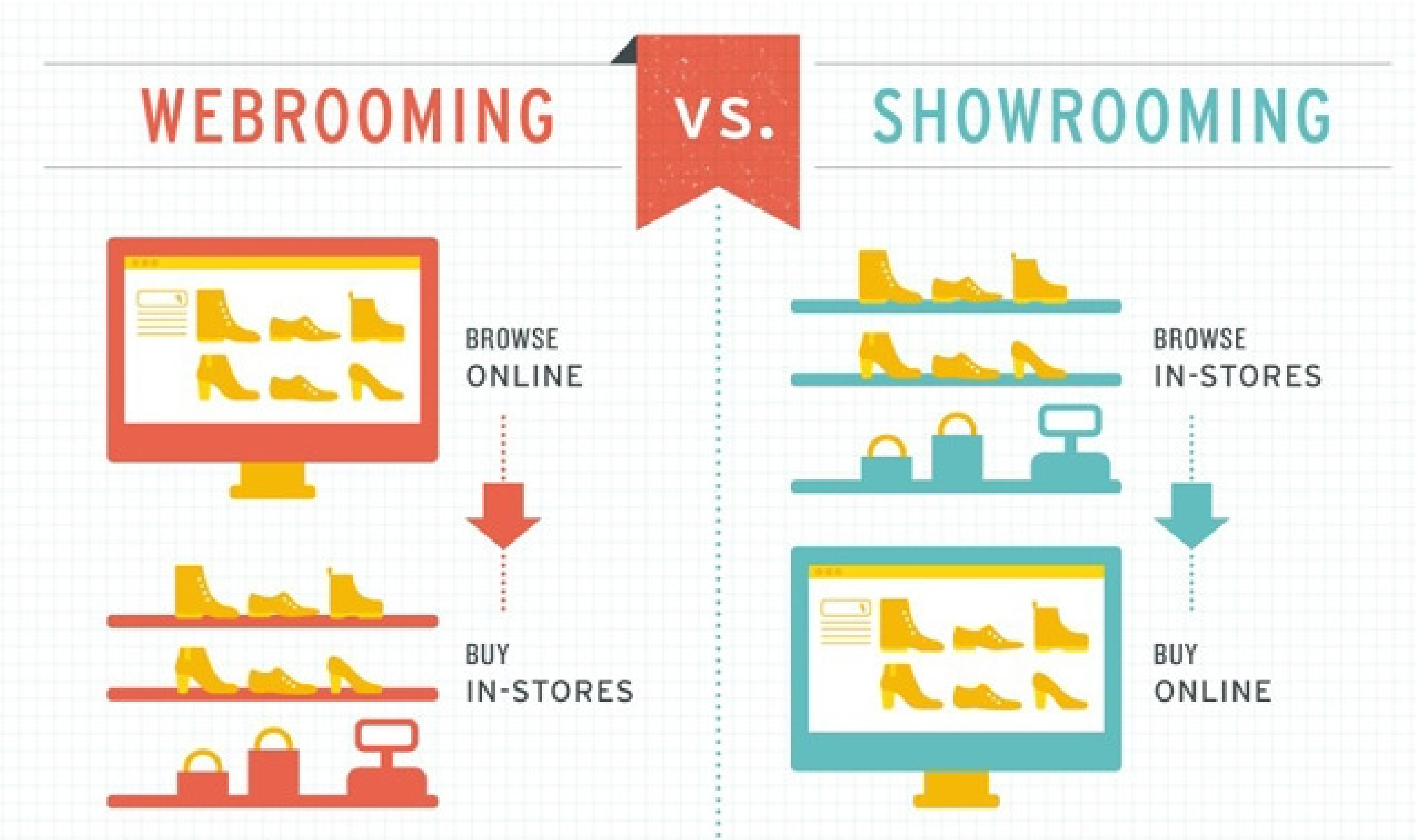
90% of people use multiple screens sequentially

Popular cross device activities

81%	67%	46%	43%
Browsing the Internet	Shopping Online	Managing Finances	Planning a trip

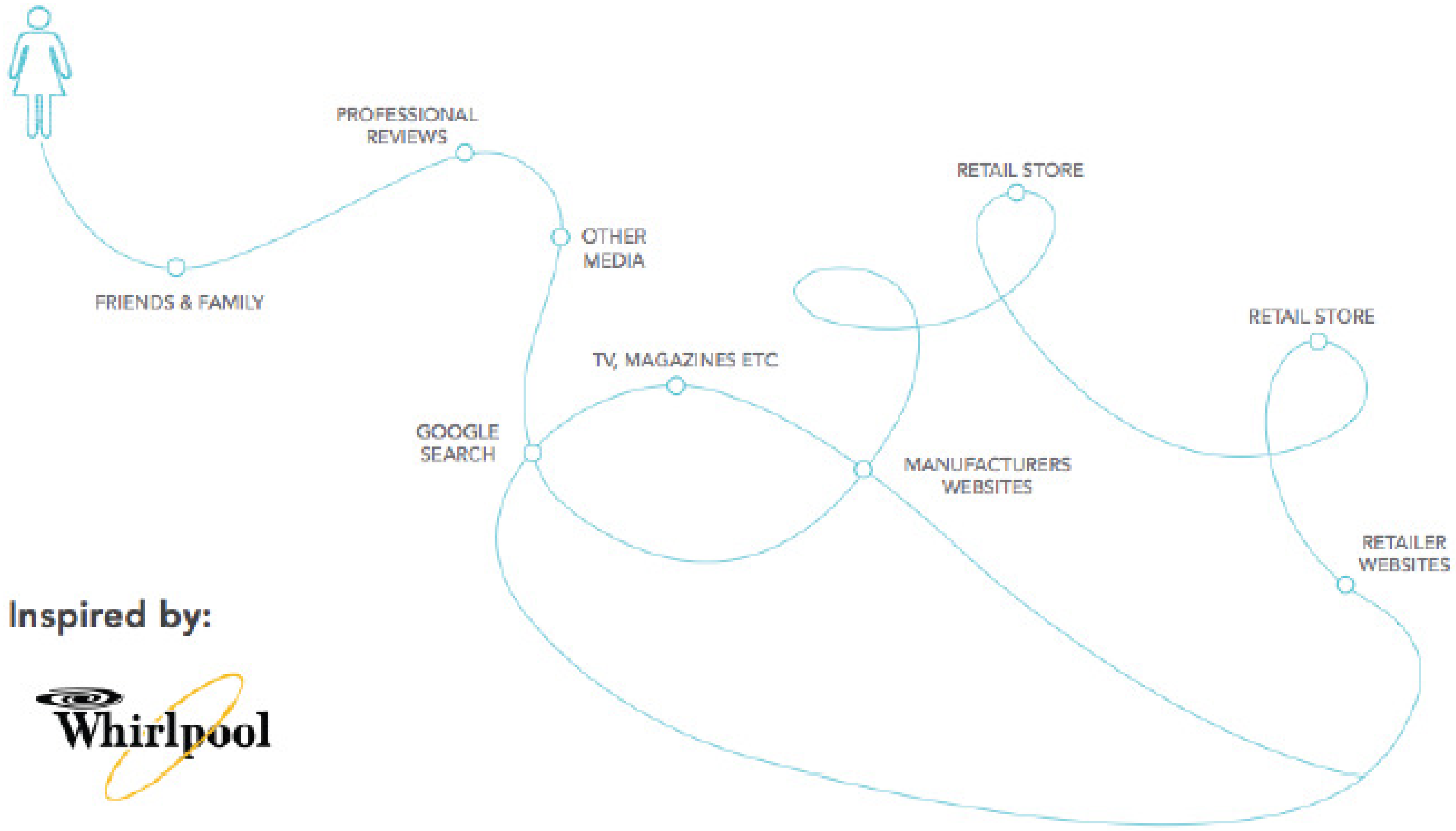
Search is the most common way consumers continue from one device to another

對零售業的3大必要性


WEBROOMING
VS.
SHOWROOMING
BROWSE
ONLINE
BUY
IN-STORES
BROWSE
IN-STORES
BUY
ONLINE

Extracted from: The info-graphic compiled and produced by Merchant Warehouse.

對零售業的3大必要性


PROFESSIONAL REVIEWS
RETAIL STORE
OTHER MEDIA
FRIENDS & FAMILY
RETAIL STORE
TV, MAGAZINES ETC
GOOGLE SEARCH
MANUFACTURERS WEBSITES
RETAILER WEBSITES

Inspired by:

Whirlpool

Typical customer touchpoints involved in a purchase

對零售業的3大必要性

3. 尋找新市場及新服務

- 實店零售, 局限了客戶群的接觸, 亦局限了業務的發展
- 網上/社交網絡/手機上零售, 可增加銷售給更多不同地區的客戶的機會
- 有助開發新市場, 新產品, 新服務

零售業的特質及對雲端服務的需要

- 對零售業的3大業務必要性
- **雲端應用發揮商業價值**
- 雲端應用: SHOPIFY
- 雲端應用: BINDO

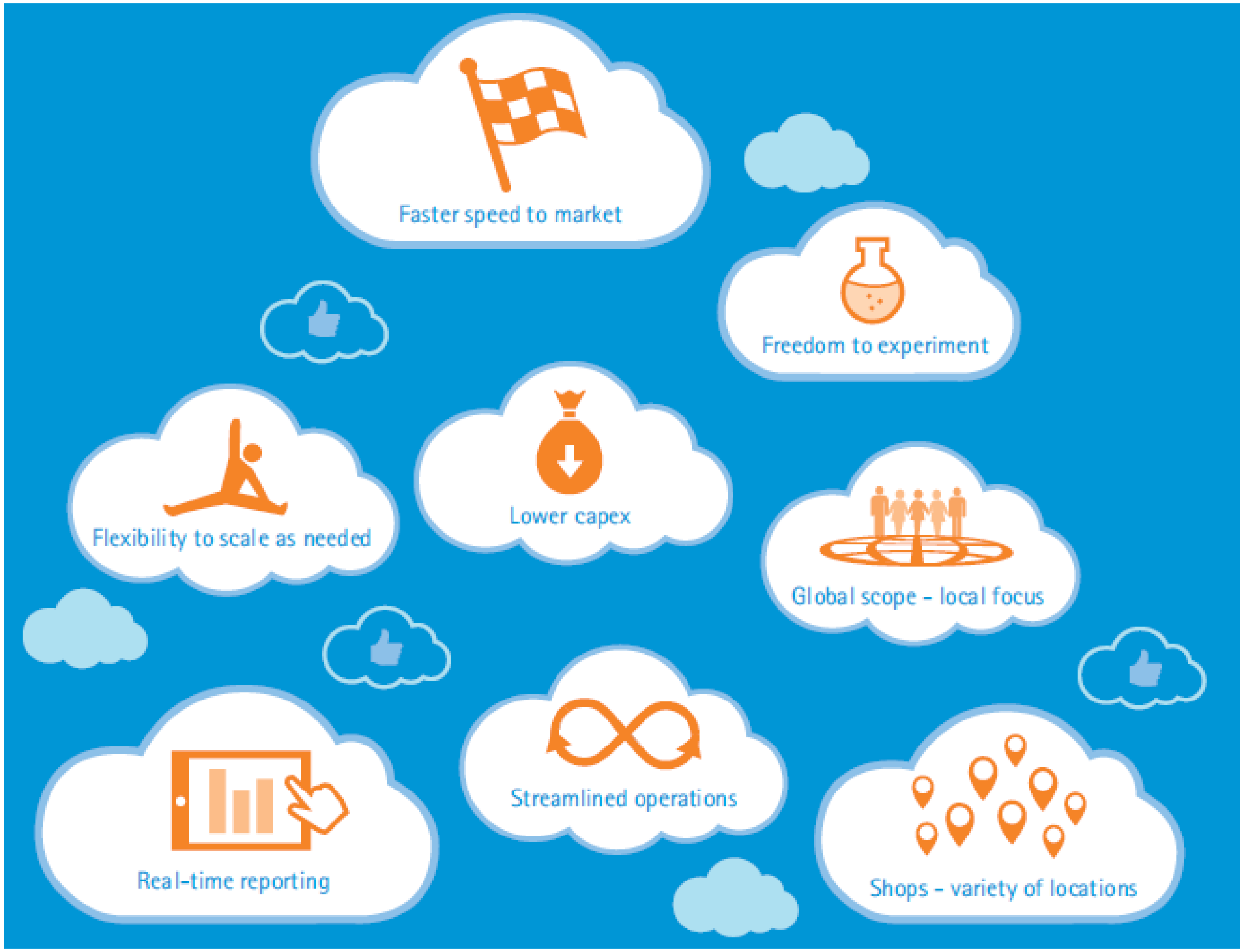
雲端應用發揮商業價值

- **雲端應用**可加速以上的3個必要地方

- 雲端應用亦可加強以下環節:
  - 銷售渠道管理 **(講座1)**
  - 營銷管理 **(講座2)**
  - 供應鏈管理 **(講座3)**

- 有什麼雲端應用可針對以上不同範疇?

銷售渠道管理


Faster speed to market
Freedom to experiment
Flexibility to scale as needed
Lower capex
Global scope – local focus
Real-time reporting
Streamlined operations
Shops – variety of locations

Channel operations

店鋪渠道及電子渠道需要相互整合及互補優勢

- 將營運變得更具成本效益
- 開設店鋪所需時間更短
- 較低初次投資
- 實時報表
- 可多嘗試不同的產品/服務
- 較易擴展/縮少規模

零售業的特質及對雲端服務的需要

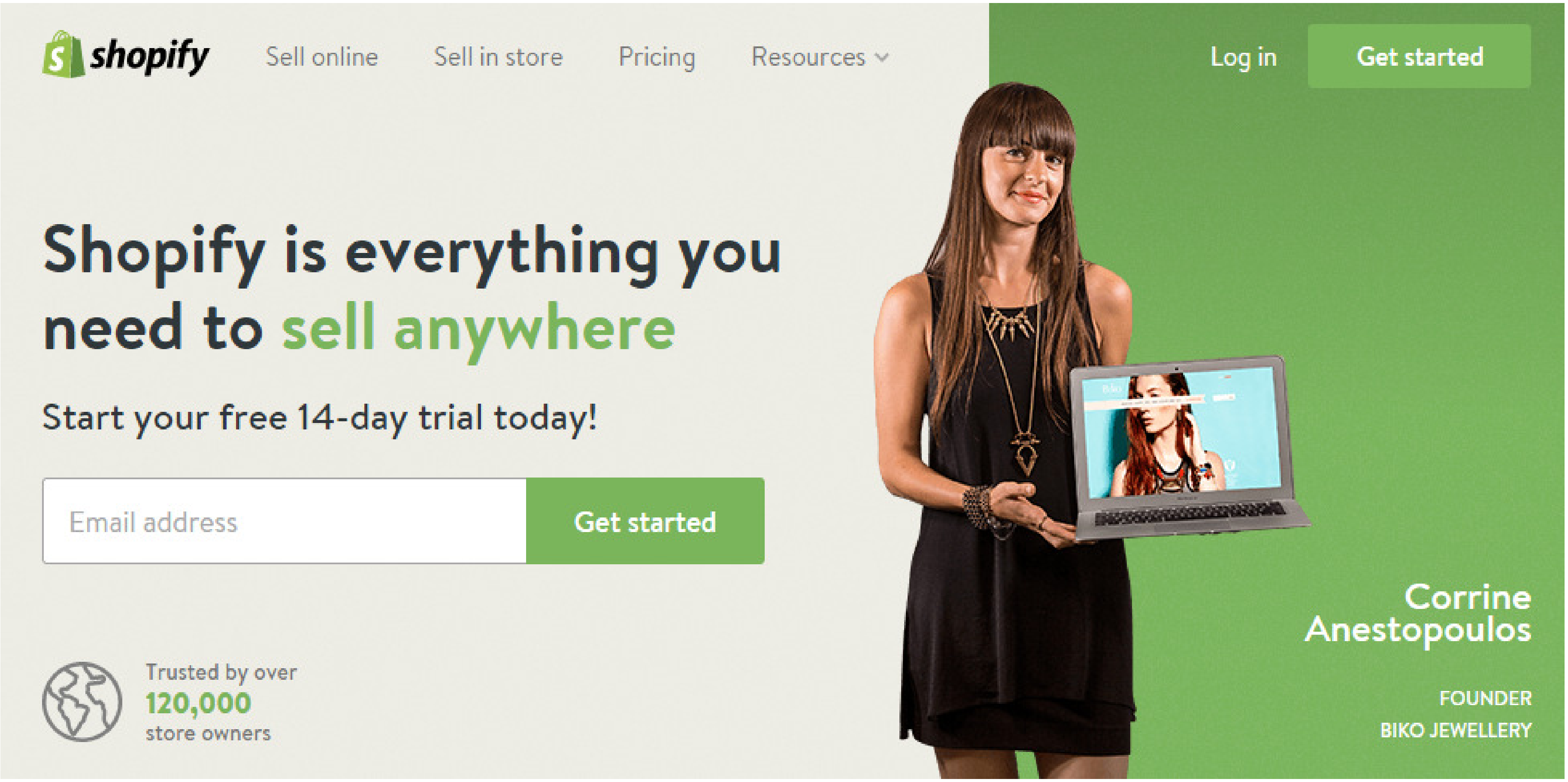
- 對零售業的3大業務必要性
- 雲端應用發揮商業價值
- **雲端應用: SHOPIFY**
- 雲端應用: BINDO

銷售渠道管理

- **傳統POS系統出現變化**
- POS系統亦邁向雲端平台
- POS系統與網上商店系統整合
- 手機及平板電腦現變身成為POS系統, 可處理款項, 亦可管理庫存
- POS的硬件成本將會降低

SHOPIFY – 雲端零售平台

網上零售 店鋪零售



shopify
Sell online
Sell in store
Pricing
Resources
Log in
Get started

Shopify is everything you need to sell anywhere

Start your free 14-day trial today!

Email address
Get started

Trusted by over 120,000 store owners

Corrine Anestopoulos

FOUNDER
BIKO JEWELLERY

SHOPIFY – 雲端零售平台

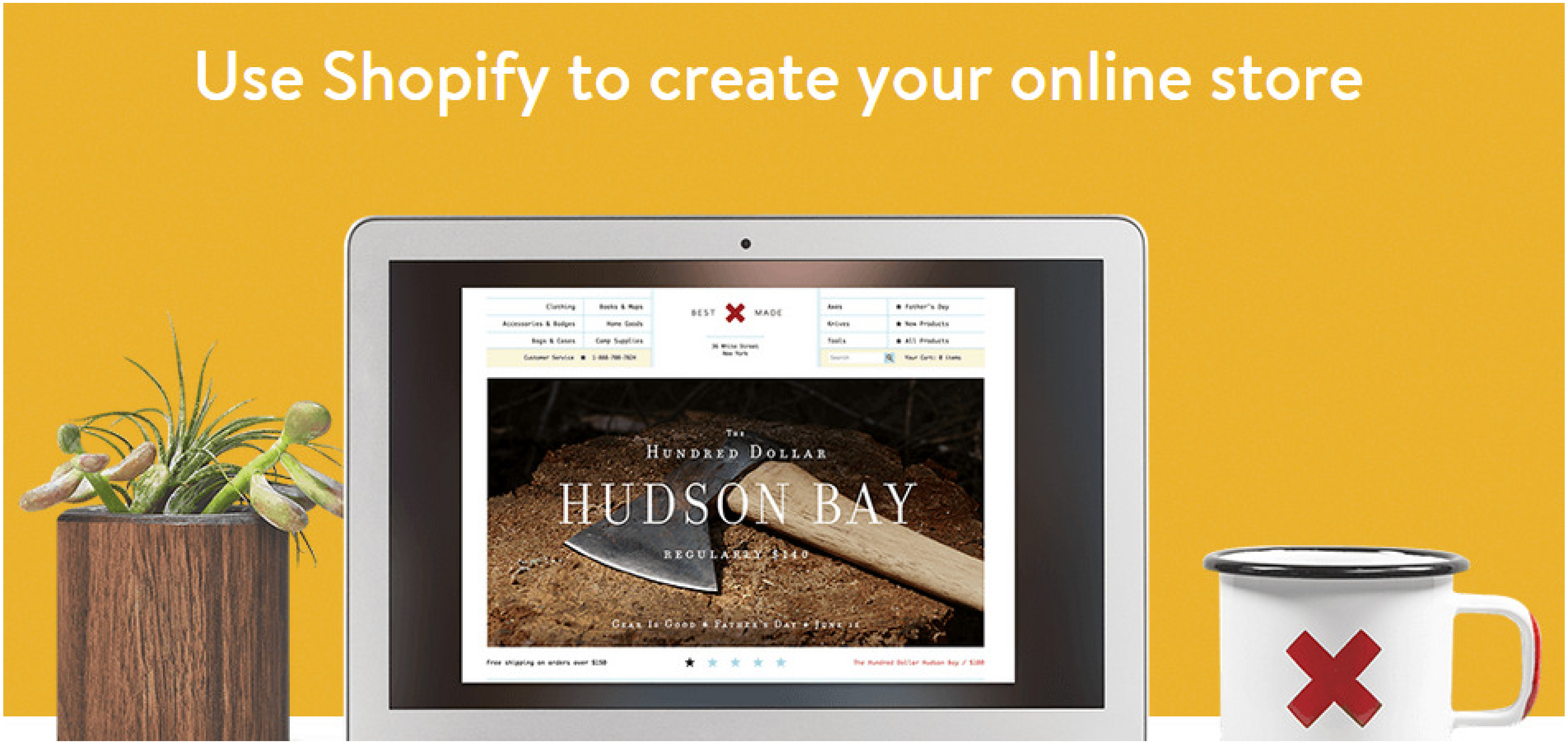
Create your ecommerce website with Shopify

Sell online

Replace your register with Shopify POS

Sell in store

SHOPIFY – 雲端零售平台


Use Shopify to create your online store
BEST MADE
The
Hundred Dollar
HUDSON BAY
REGULARLY $140

SHOPIFY – 鋪面設計 (電子商鋪)

Storefront | Products | Checkout

A home for your brand

Customize your store

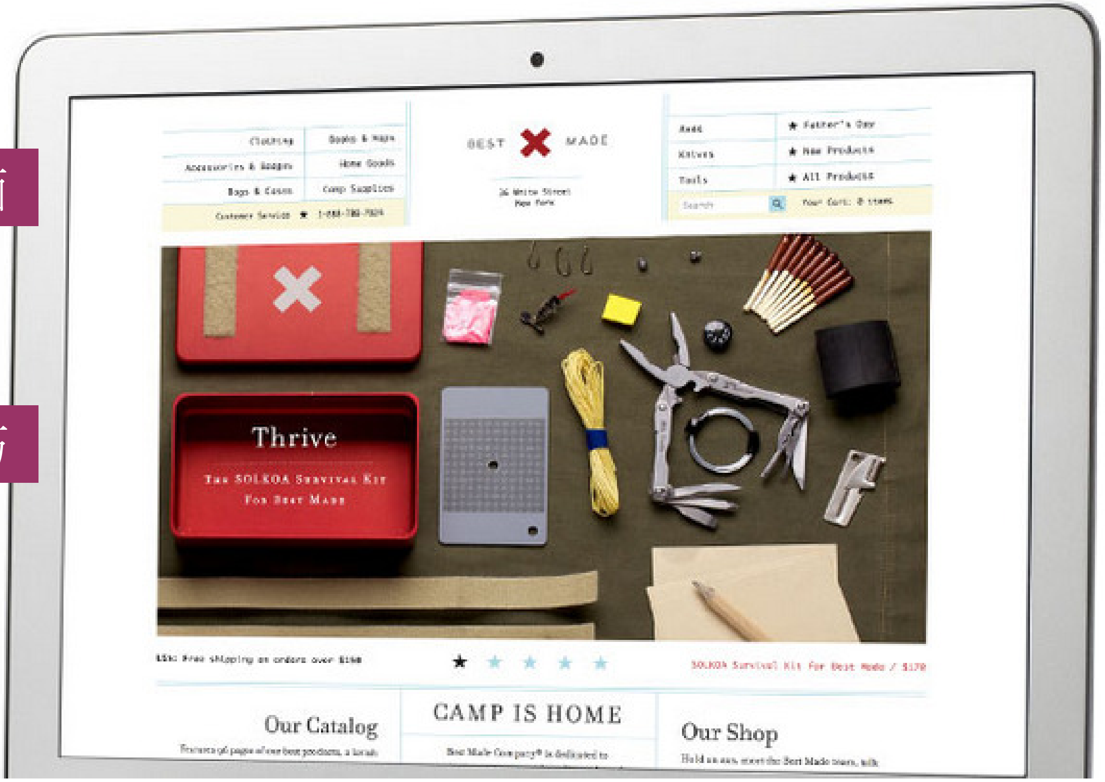
定制你的鋪面

You have complete control over the look and feel of your website, from its domain name to its layout, colors and content.

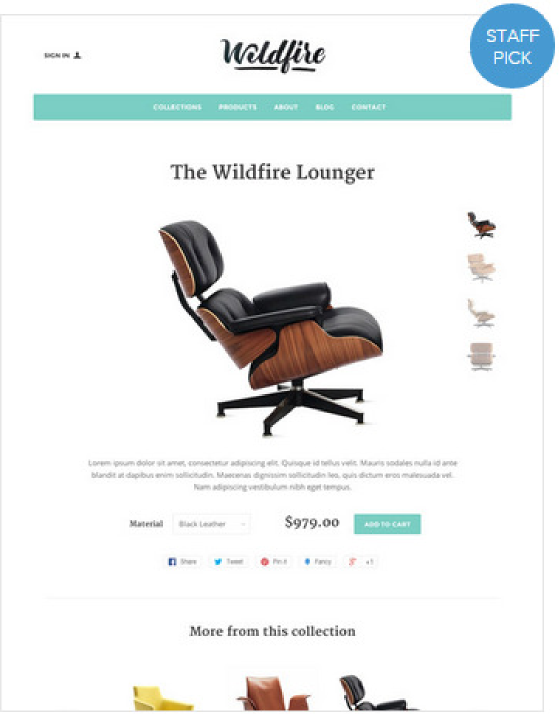
No design skills needed

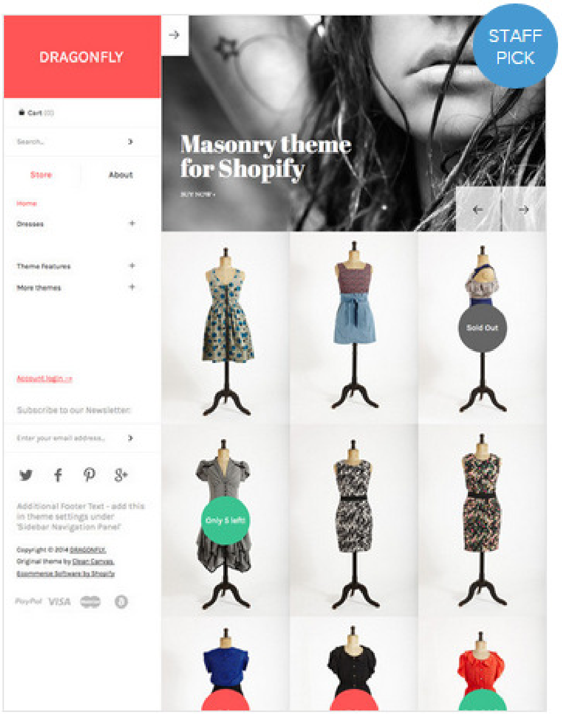
無需設計技巧

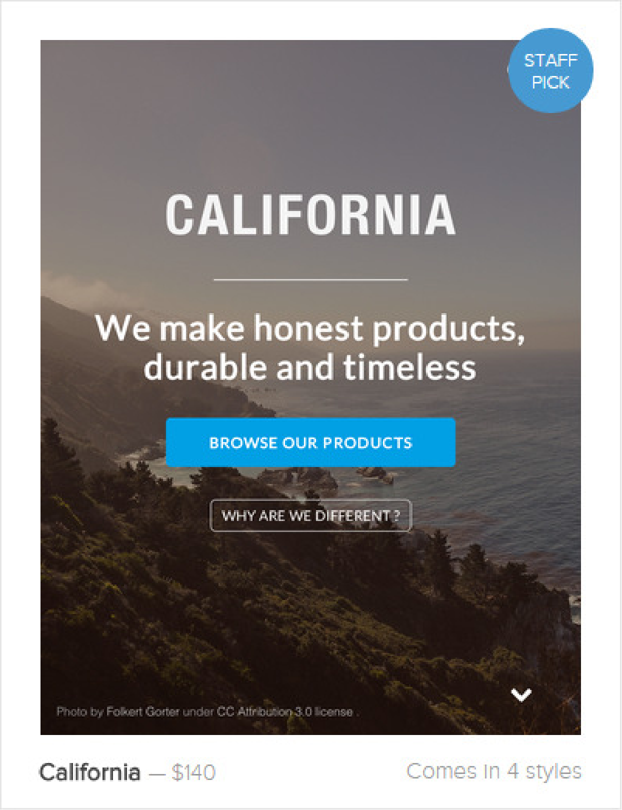
Choose from over 100 professional store templates, or build your own design using HTML and CSS.


BEST MADE
Thrive
THE SOLKOA SURVIVAL KIT FOR BEST MADE
Our Catalog
CAMP IS HOME
Our Shop

SHOPIFY – 鋪面設計 (電子商鋪)


STAFF PICK
SIGN IN
Wildfire
COLLECTIONS
PRODUCTS
ABOUT
BLOG
CONTACT
The Wildfire Lounger
Material
Black Leather
$979.00
ADD TO CART
More from this collection


DRAGONFLY
STAFF PICK
Masonry theme for Shopify
BUY NOW
Store
About
Home
Dresses
Theme features
More themes
Sold Out
Only 5 left!


STAFF PICK
CALIFORNIA

We make honest products, durable and timeless

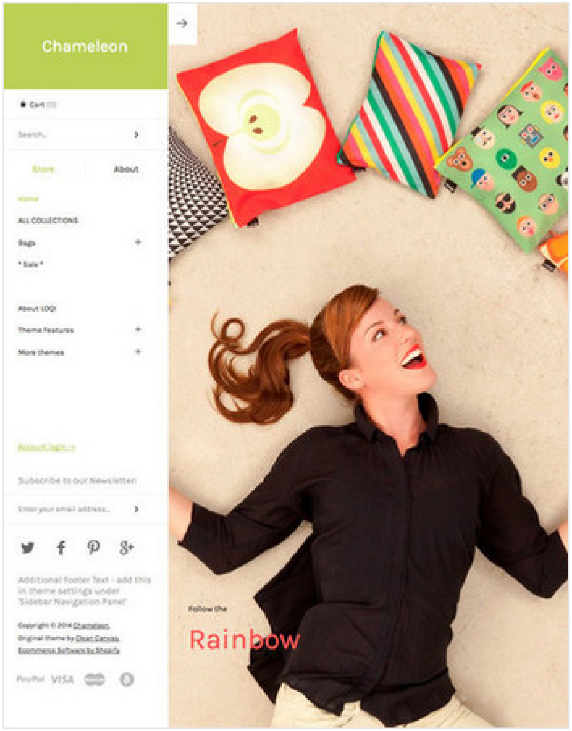
BROWSE OUR PRODUCTS
WHY ARE WE DIFFERENT ?

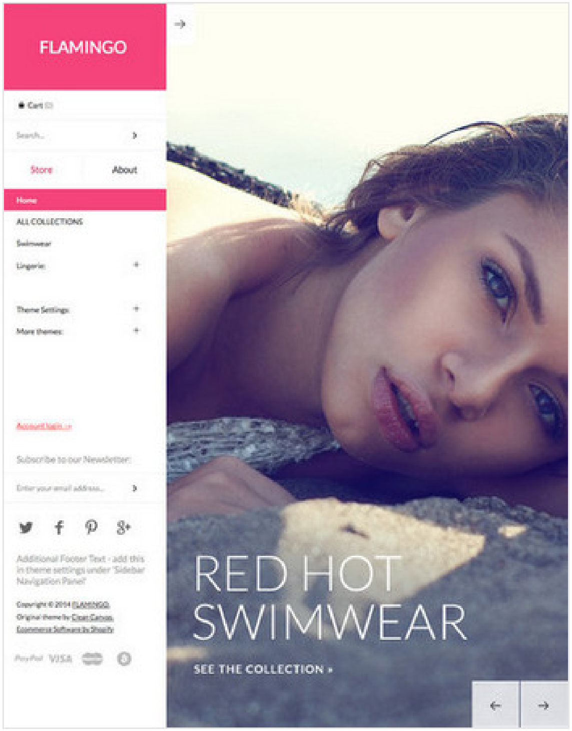
Photo by Folkert Gorter under CC Attribution 3.0 license

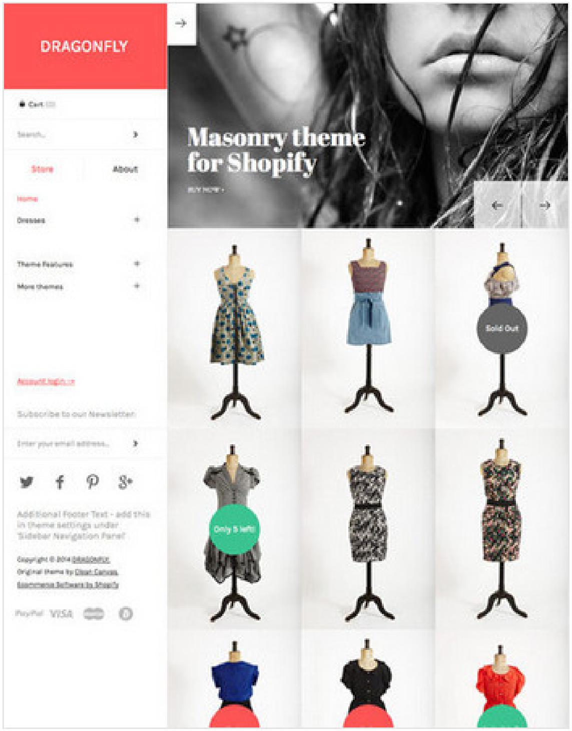
California — $140 Comes in 4 styles

不同的設計模板

SHOPIFY – 鋪面設計 (電子商鋪)

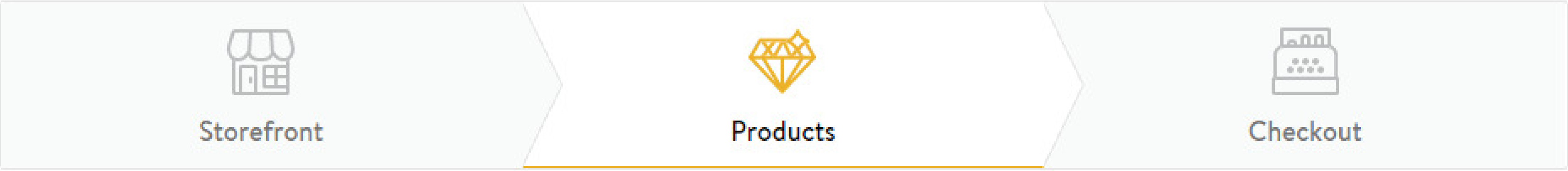

Chameleon
Store
About
Follow the
Rainbow


FLAMINGO
Store
About
RED HOT
SWIMWEAR
SEE THE COLLECTION »

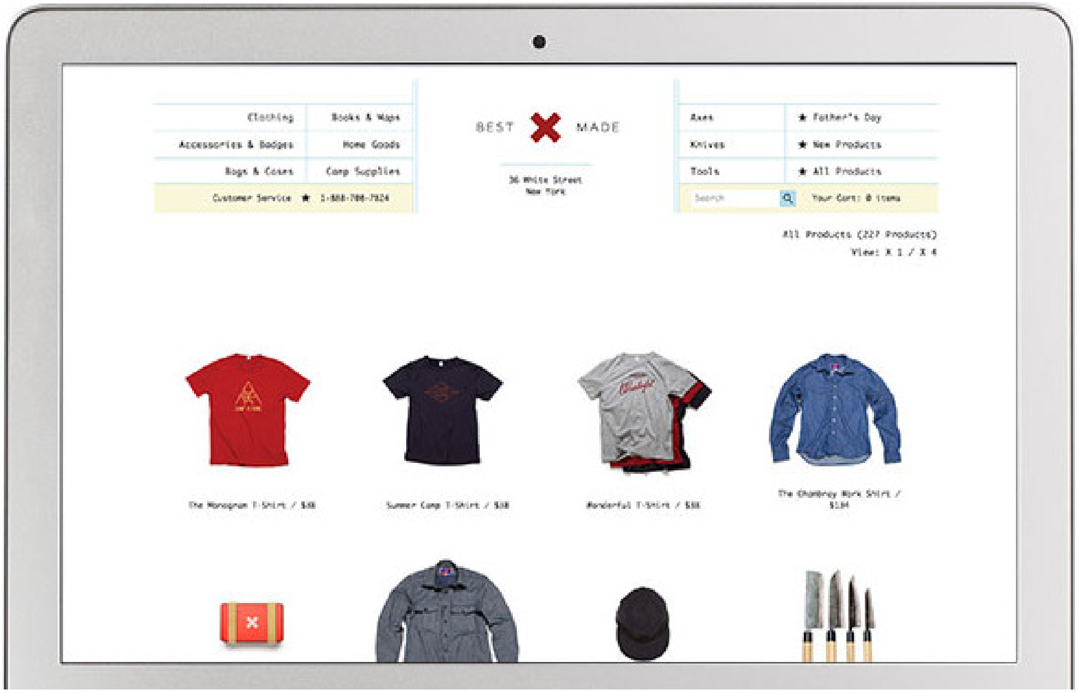

DRAGONFLY
Store
About
Masonry theme
for Shopify
Sold Out
Only 5 left!

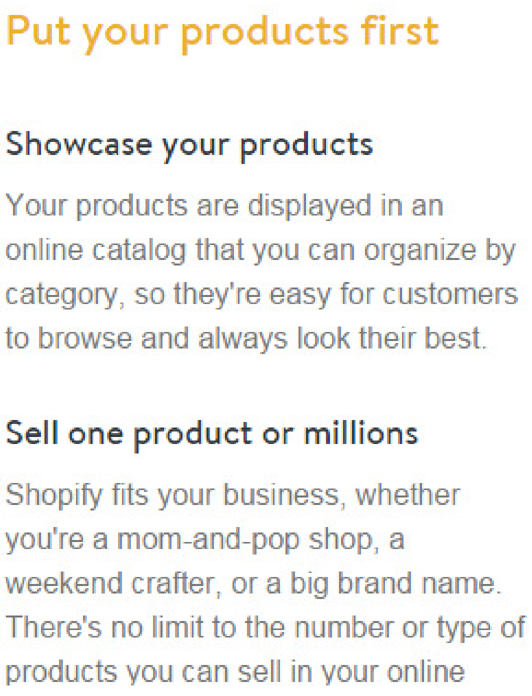
不同的設計模板

SHOPIFY – 產品 (電子商鋪)


Storefront
Products
Checkout

展示你的產品


Clothing
Books & Maps
Accessories & Badges
Home Goods
Bags & Cases
Camp Supplies
Customer Service
BEST MADE
Axes
Father's Day
Knives
New Products
Tools
All Products
Search
Your Cart: 0 items



Put your products first

Showcase your products

Your products are displayed in an online catalog that you can organize by category, so they're easy for customers to browse and always look their best.

Sell one product or millions

Shopify fits your business, whether you're a mom-and-pop shop, a weekend crafter, or a big brand name. There's no limit to the number or type of products you can sell in your online

銷售您的產品

SHOPIFY – 電子付款 (電子商鋪)

Storefront | Products | **Checkout**

A seamless checkout experience

替您網上收款

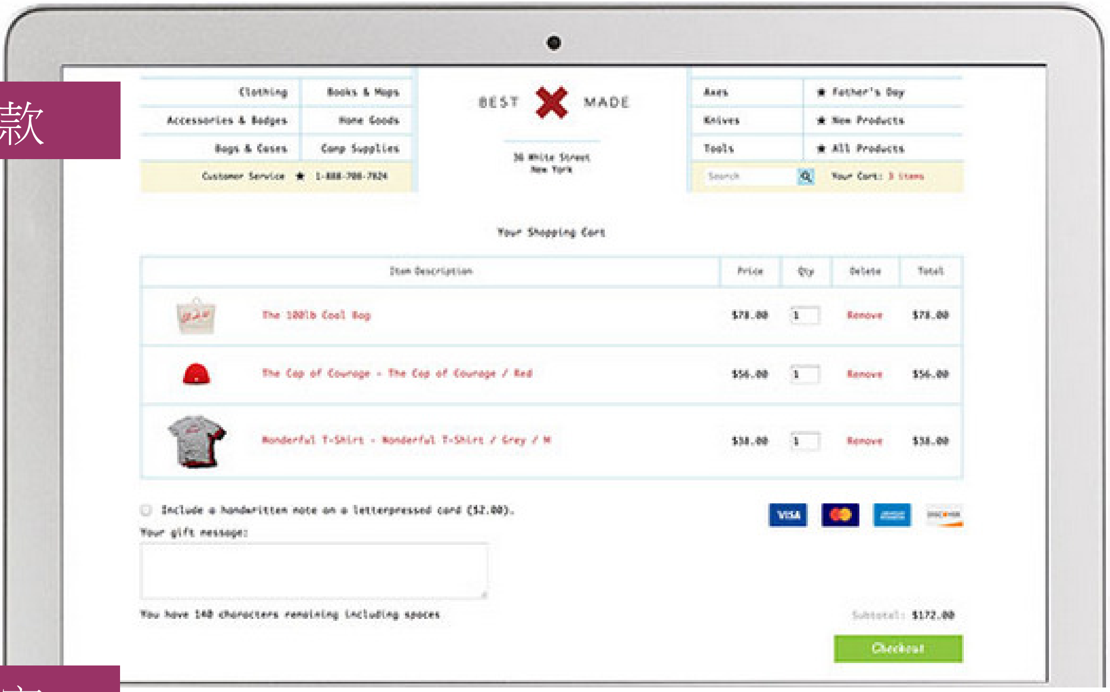
Accept payments instantly

From Bitcoin to PayPal to iDEAL, we integrate with over 70 external payment gateways from around the world.

Your data is safe and secure

All credit card and transaction information is protected by the same level of security used by banks. Shopify is certified Level 1 PCI compliant.

資料安排保密


Clothing
Books & Maps
Accessories & Badges
Home Goods
Bags & Cases
Camp Supplies
Customer Service ★ 1-888-708-7824
BEST MADE
36 White Street
New York
Axes
★ Father's Day
Knives
★ New Products
Tools
★ All Products
Search
Your Cart: 3 items

Your Shopping Cart

Item Description	Price	Qty	Delete	Total
The 100lb Cool Bag	$78.00	1	Remove	$78.00
The Cap of Courage - The Cap of Courage / Red	$56.00	1	Remove	$56.00
Wonderful T-Shirt - Wonderful T-Shirt / Grey / M	$38.00	1	Remove	$38.00

☐ Include a handwritten note on a letterpressed card ($2.00).

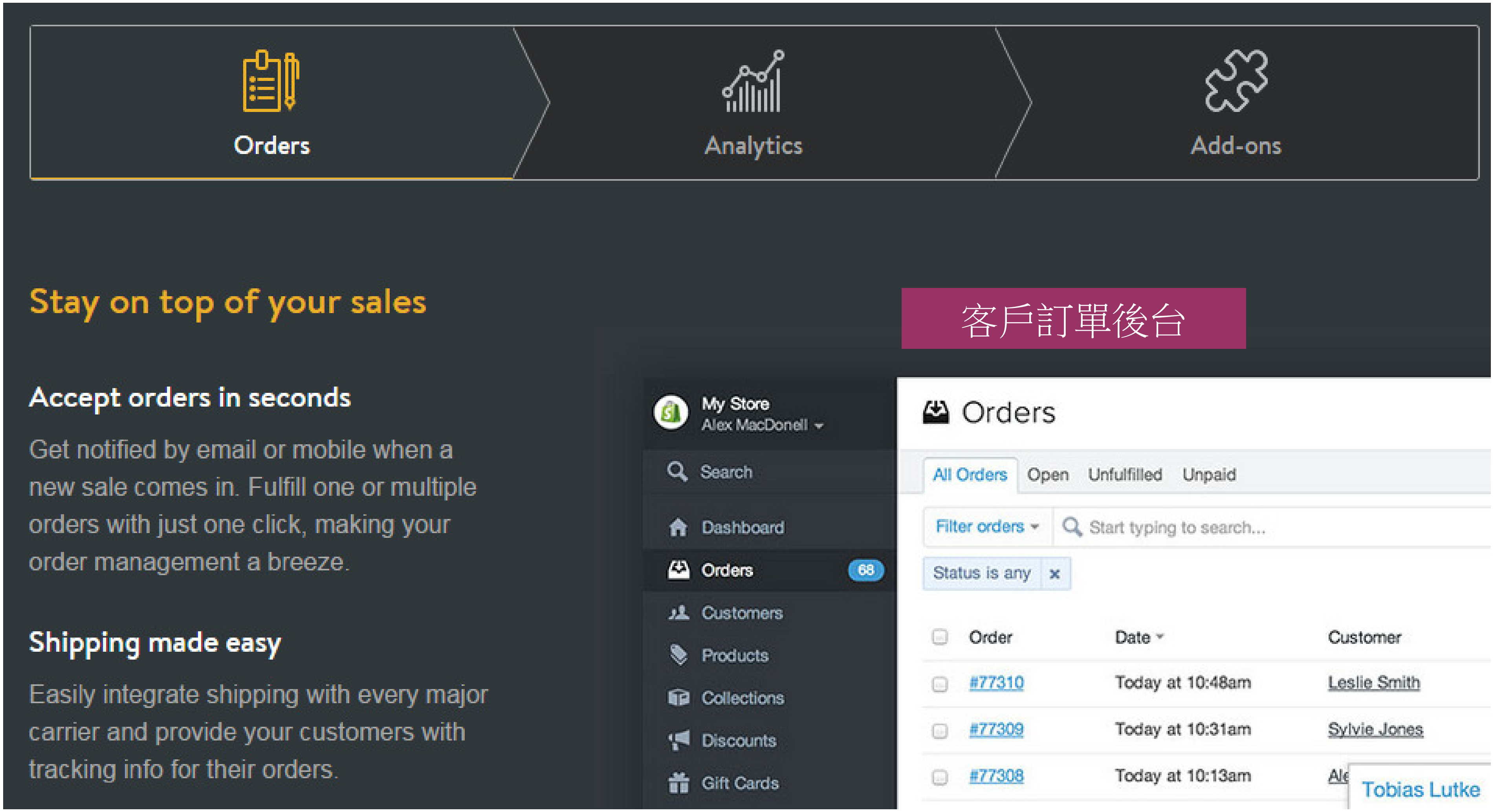
Your gift message:

You have 140 characters remaining including spaces

Subtotal: $172.00

VISA
Checkout

SHOPIFY – 客戶訂單後台 (電子商鋪)


Orders
Analytics
Add-ons
My Store
Alex MacDonell
Search
Dashboard
Orders 68
Customers
Products
Collections
Discounts
Gift Cards
Orders
All Orders
Open
Unfulfilled
Unpaid
Filter orders
Start typing to search...
Status is any ×
Tobias Lutke

客戶訂單後台

Stay on top of your sales

Accept orders in seconds

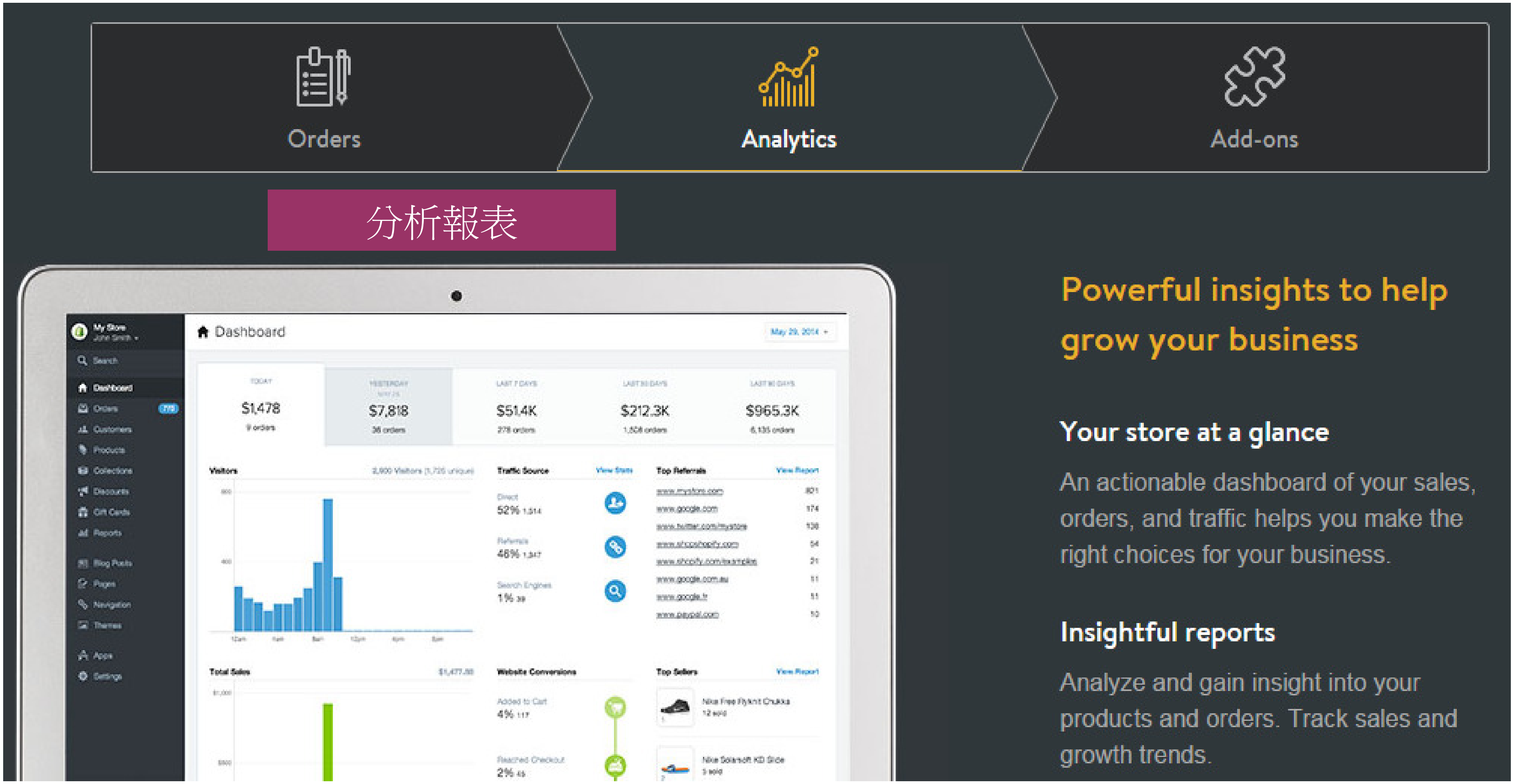
Get notified by email or mobile when a new sale comes in. Fulfill one or multiple orders with just one click, making your order management a breeze.

Shipping made easy

Easily integrate shipping with every major carrier and provide your customers with tracking info for their orders.

☐	Order	Date	Customer
☐	#77310	Today at 10:48am	Leslie Smith
☐	#77309	Today at 10:31am	Sylvie Jones
☐	#77308	Today at 10:13am	Ale

SHOPIFY – 分析報告 (電子商鋪)


Orders
Analytics
Add-ons
Dashboard
My Store
Search
Orders
Customers
Products
Collections
Discounts
Gift Cards
Reports
Blog Posts
Pages
Navigation
Themes
Apps
Settings
$1,478
$7,818
$51.4K
$212.3K
$965.3K
Visitors
Traffic Source
Top Referrals
Total Sales
Website Conversions
Top Sellers

分析報表

Powerful insights to help grow your business

Your store at a glance

An actionable dashboard of your sales, orders, and traffic helps you make the right choices for your business.

Insightful reports

Analyze and gain insight into your products and orders. Track sales and growth trends.

SHOPIFY – 分析報告 (電子商鋪)

Dashboard

儀表板

An actionable dashboard of your sales, orders, and traffic helps you make the right choices for your business.

Product reports

產品分析報表

Analyze and gain insight into your store's growth. See which products are selling — and which ones aren't.

Export reports

報表導出

Reports can be exported for further analysis in your favourite spreadsheet tool, or can be sent to your bookkeeper or accountant.

Google Analytics

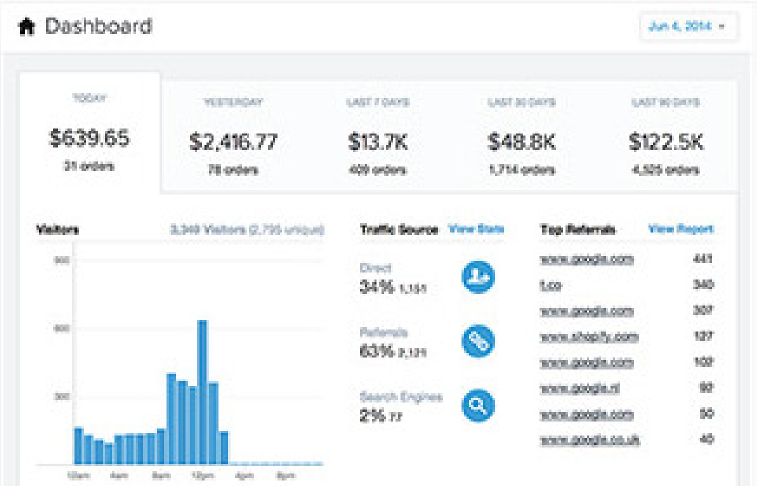
使用Google Analytics

Google Analytics works with your online store, so you can track sales, visits, and referrals.

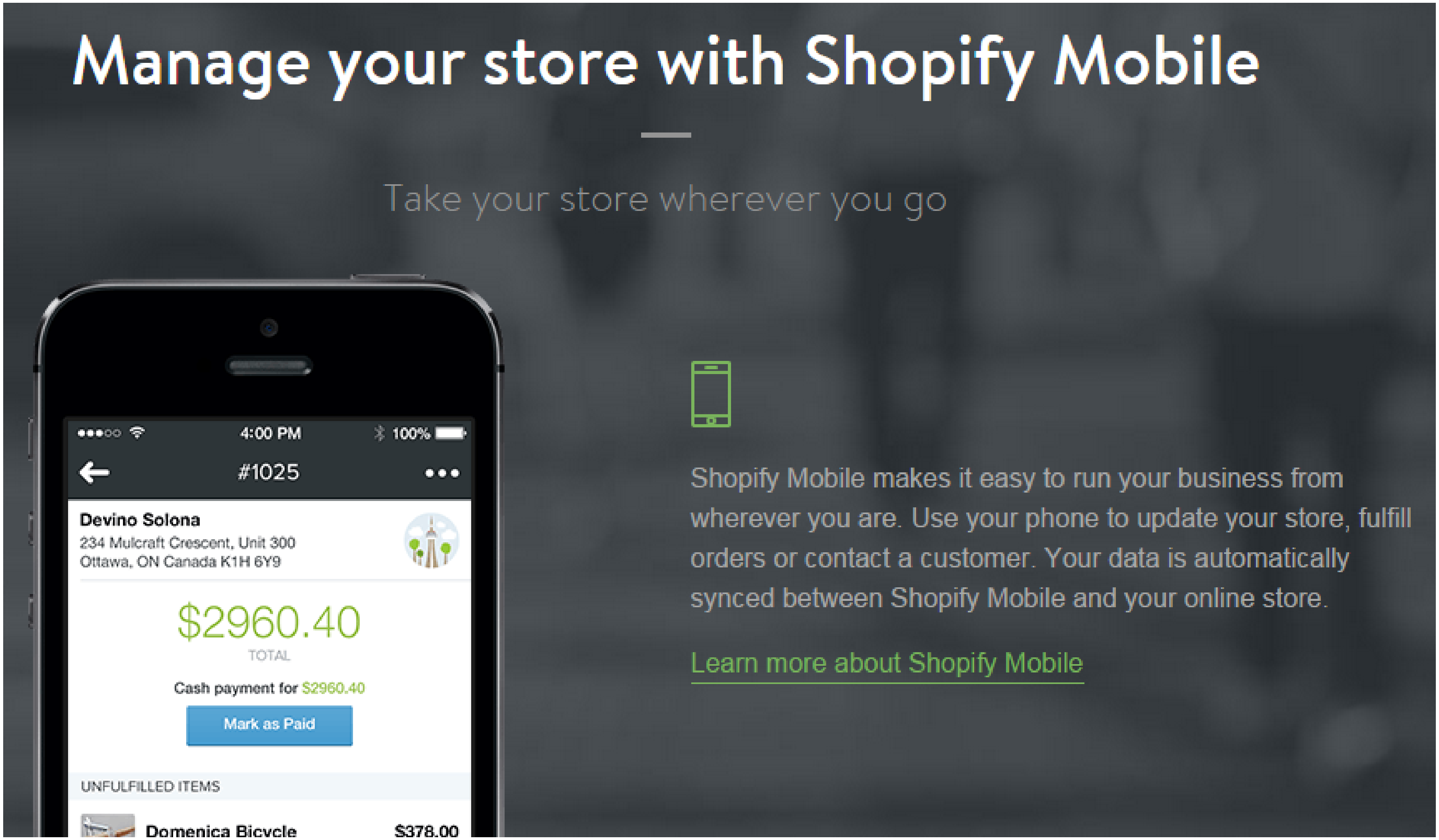
Traffic/Referral reports

流量報告

See where your visitors come from, and how they found your online store.


Dashboard
Jun 4, 2014
TODAY
$639.65
31 orders
YESTERDAY
$2,416.77
78 orders
LAST 7 DAYS
$13.7K
409 orders
LAST 30 DAYS
$48.8K
1,714 orders
LAST 90 DAYS
$122.5K
4,325 orders
Visitors
Traffic Source
View Stats
Direct
34%
Referrals
63%
Search Engines
2%
Top Referrals
View Report
12am
4am
8am
12pm
4pm
8pm

SHOPIFY – 手機渠道 (電子商鋪)



Manage your store with Shopify Mobile

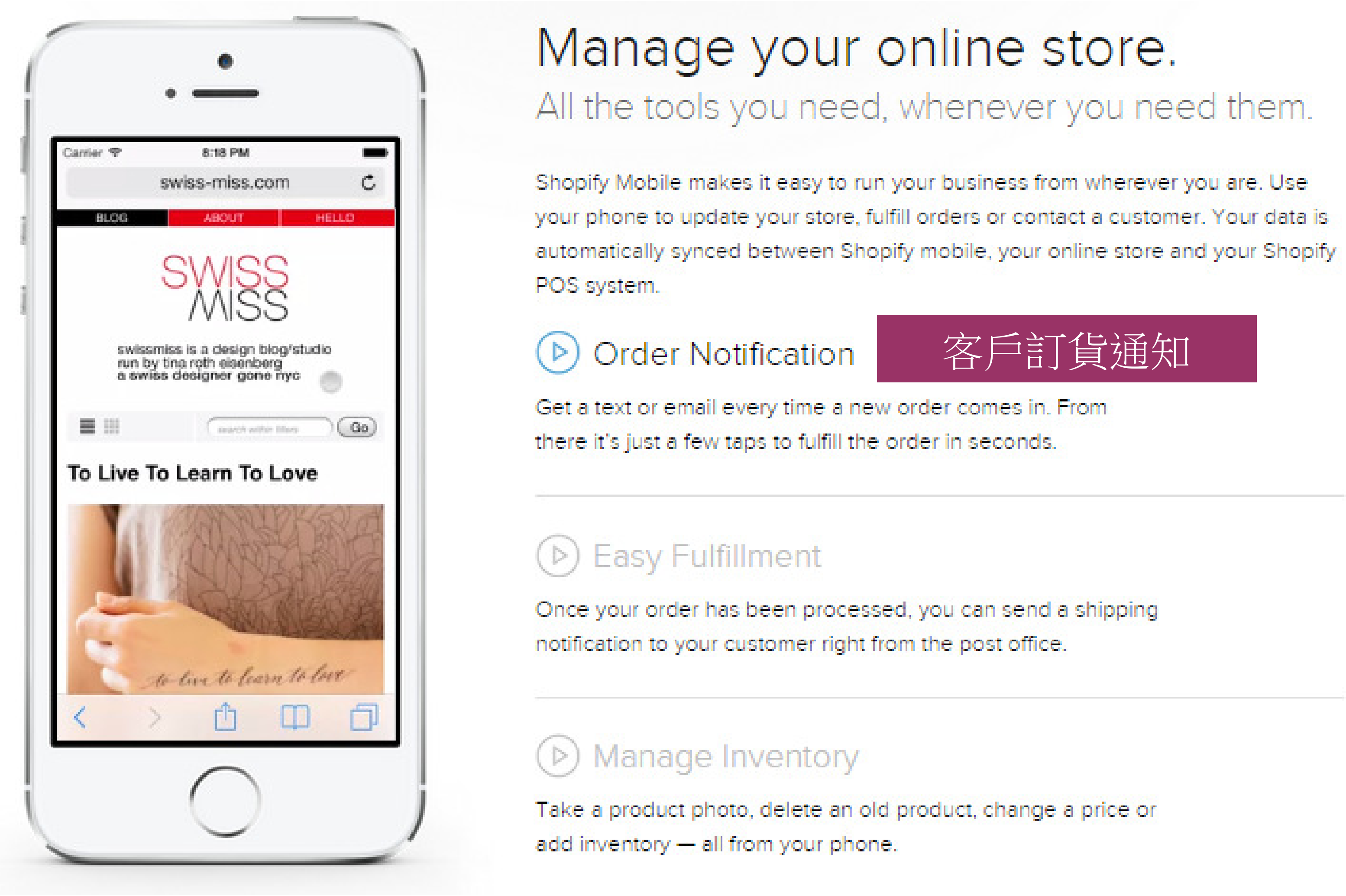
Take your store wherever you go

Shopify Mobile makes it easy to run your business from wherever you are. Use your phone to update your store, fulfill orders or contact a customer. Your data is automatically synced between Shopify Mobile and your online store.

Learn more about Shopify Mobile

4:00 PM
100%
#1025
Devino Solona
234 Mulcraft Crescent, Unit 300
Ottawa, ON Canada K1H 6Y9
$2960.40
TOTAL
Cash payment for $2960.40
Mark as Paid
UNFULFILLED ITEMS
Domenica Bicycle
$378.00

SHOPIFY – 手機渠道 (電子商鋪)


Carrier
8:18 PM
swiss-miss.com
BLOG
ABOUT
HELLO
SWISS MISS
swissmiss is a design blog/studio run by tina roth eisenberg a swiss designer gone nyc
Go
To Live To Learn To Love
to live to learn to love

Manage your online store.

All the tools you need, whenever you need them.

Shopify Mobile makes it easy to run your business from wherever you are. Use your phone to update your store, fulfill orders or contact a customer. Your data is automatically synced between Shopify mobile, your online store and your Shopify POS system.

Order Notification

客戶訂貨通知

Get a text or email every time a new order comes in. From there it's just a few taps to fulfill the order in seconds.

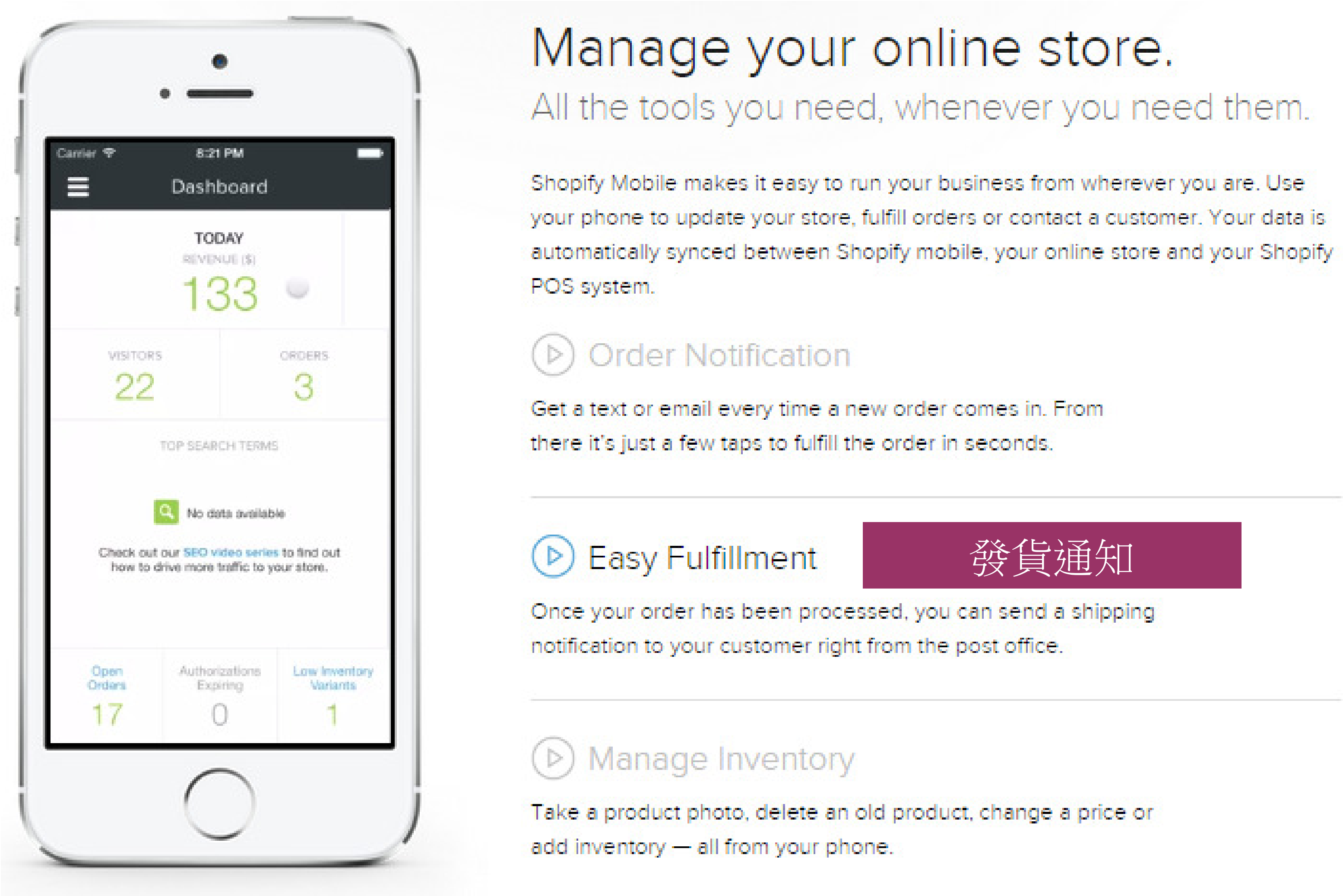
Easy Fulfillment

Once your order has been processed, you can send a shipping notification to your customer right from the post office.

Manage Inventory

Take a product photo, delete an old product, change a price or add inventory — all from your phone.

SHOPIFY – 手機渠道 (電子商鋪)


Carrier
8:21 PM
Dashboard
TODAY
REVENUE ($)
133
VISITORS
22
ORDERS
3
TOP SEARCH TERMS
No data available
Open Orders
17
Authorizations Expiring
0
Low Inventory Variants
1

Check out our SEO video series to find out how to drive more traffic to your store.

Manage your online store.

All the tools you need, whenever you need them.

Shopify Mobile makes it easy to run your business from wherever you are. Use your phone to update your store, fulfill orders or contact a customer. Your data is automatically synced between Shopify mobile, your online store and your Shopify POS system.

Order Notification

Get a text or email every time a new order comes in. From there it's just a few taps to fulfill the order in seconds.

Easy Fulfillment

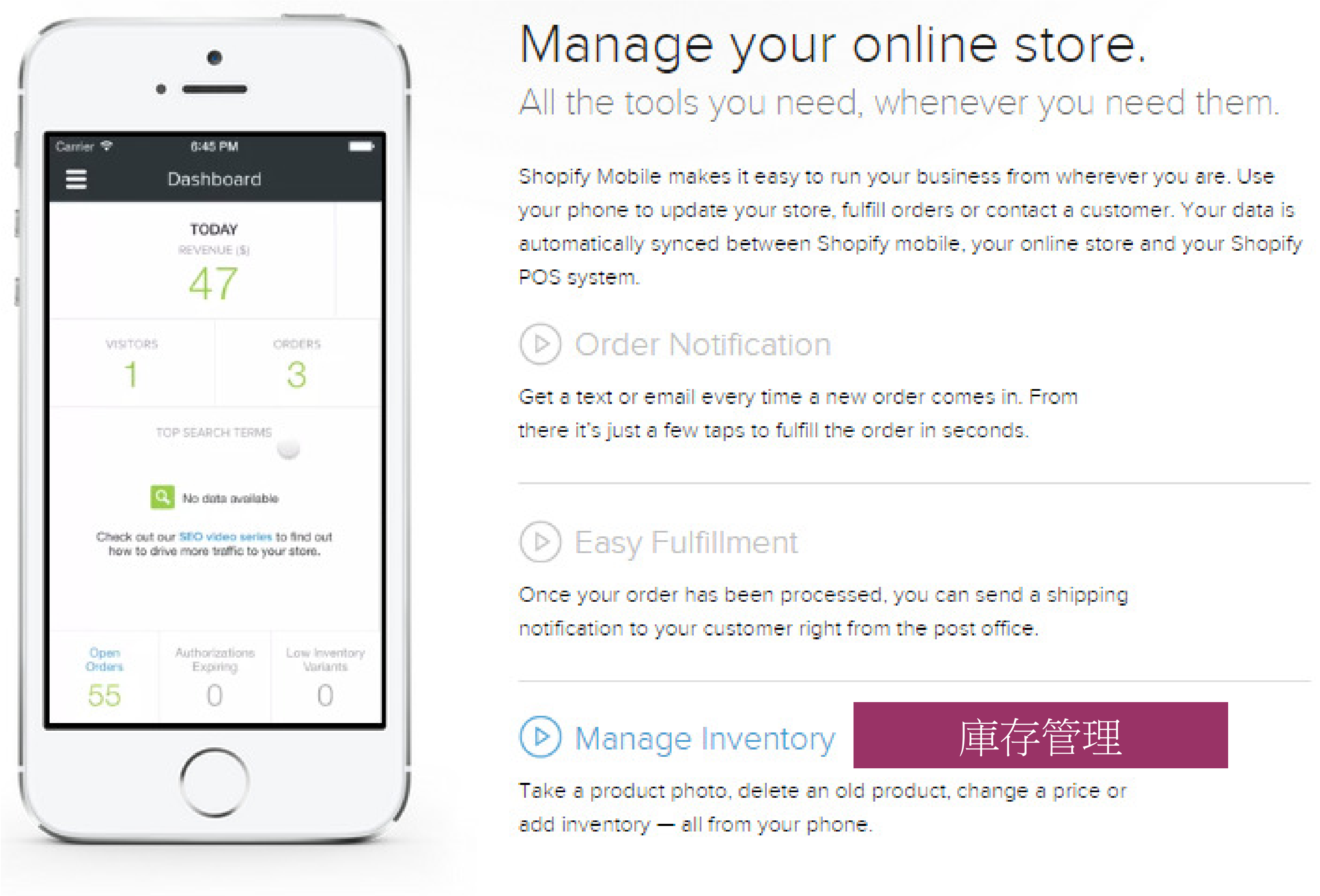
發貨通知

Once your order has been processed, you can send a shipping notification to your customer right from the post office.

Manage Inventory

Take a product photo, delete an old product, change a price or add inventory — all from your phone.

SHOPIFY – 手機渠道 (電子商鋪)


Carrier
6:45 PM
Dashboard
TODAY
REVENUE ($)
47
VISITORS
1
ORDERS
3
TOP SEARCH TERMS
No data available
Check out our SEO video series to find out how to drive more traffic to your store.
Open Orders
55
Authorizations Expiring
0
Low Inventory Variants
0

Manage your online store.

All the tools you need, whenever you need them.

Shopify Mobile makes it easy to run your business from wherever you are. Use your phone to update your store, fulfill orders or contact a customer. Your data is automatically synced between Shopify mobile, your online store and your Shopify POS system.

Order Notification

Get a text or email every time a new order comes in. From there it's just a few taps to fulfill the order in seconds.

Easy Fulfillment

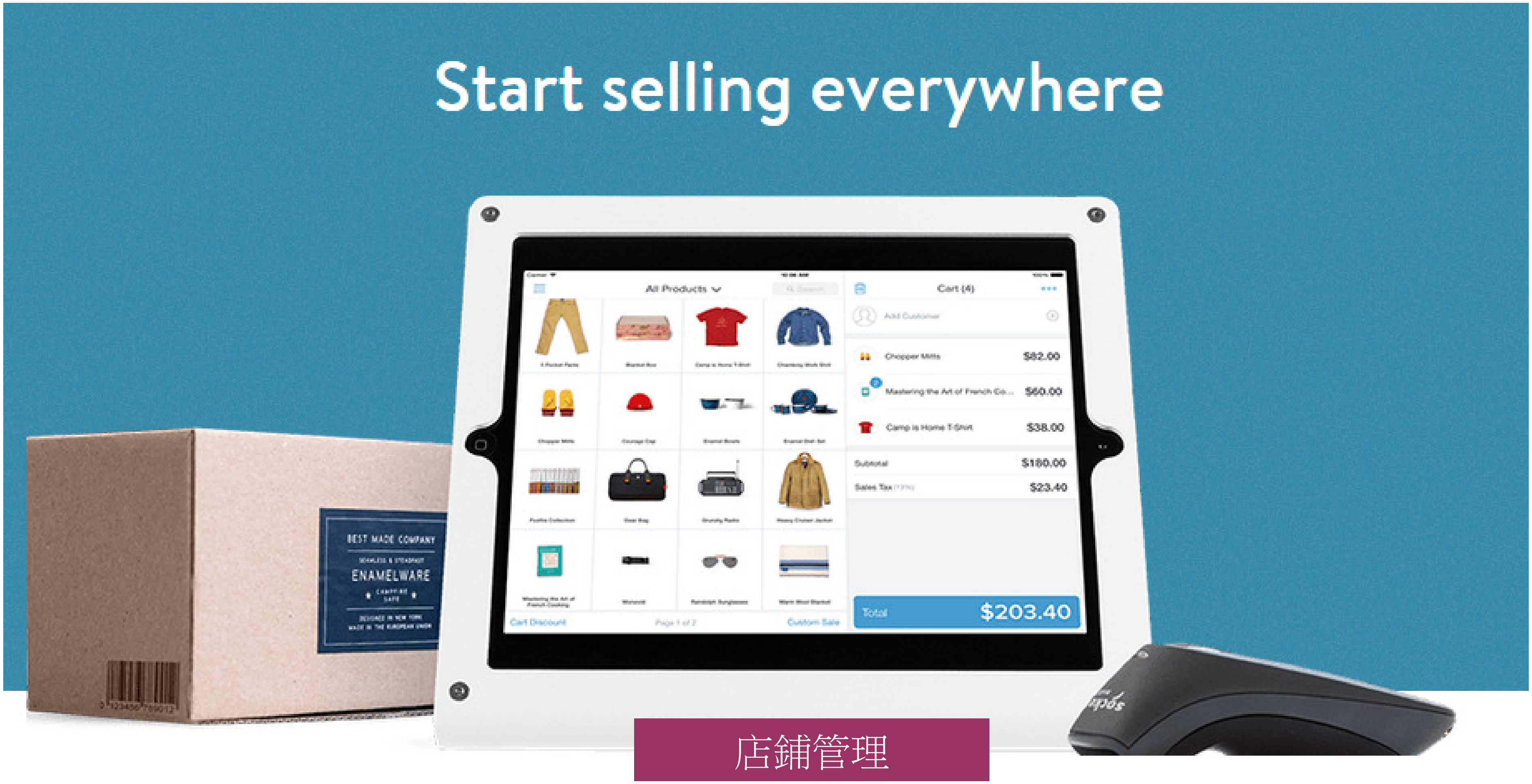
Once your order has been processed, you can send a shipping notification to your customer right from the post office.

Manage Inventory

庫存管理

Take a product photo, delete an old product, change a price or add inventory — all from your phone.

SHOPIFY – 店鋪銷售管理


Start selling everywhere
All Products
Cart (4)
Add Customer
Chopper Mitts $82.00
Mastering the Art of French Co... $60.00
Camp is Home T-Shirt $38.00
Subtotal $180.00
Sales Tax $23.40
Total $203.40
Cart Discount
Custom Sale
BEST MADE COMPANY
ENAMELWARE

店鋪管理

SHOPIFY – 付款(店鋪銷售)

Checkout
Payments
Orders
Management

Checkout made easy

No training required

不用培訓

Use your iPad to pick or scan the products your customers are buying, and collect their payment – it's that easy.

Automatic tax calculations

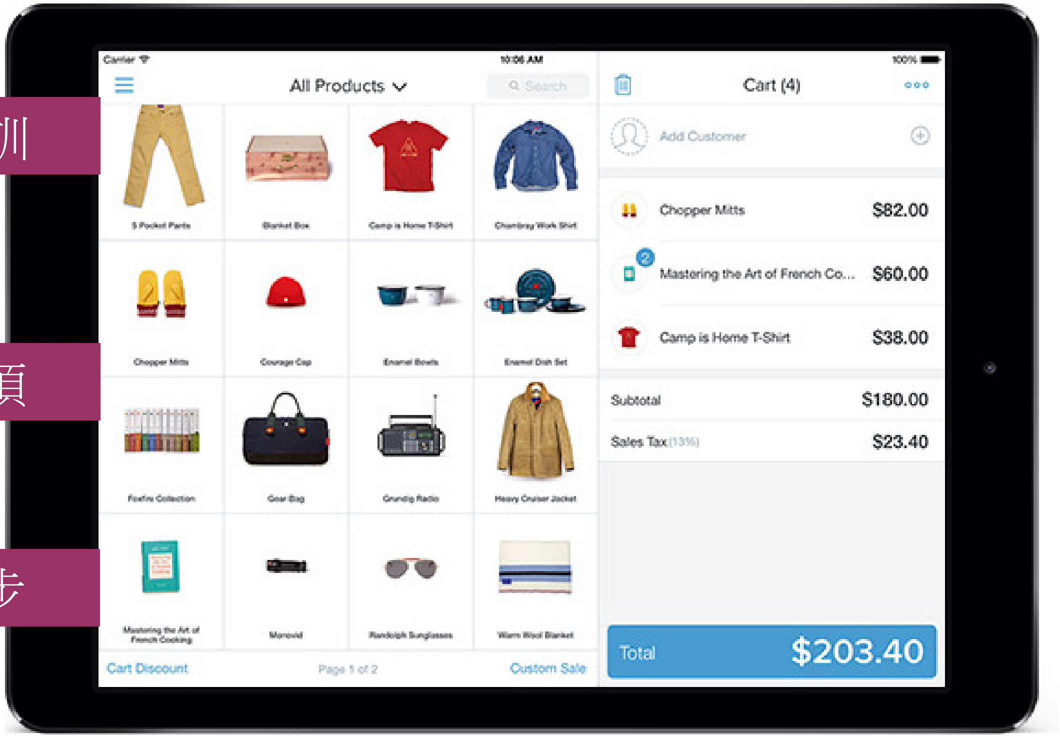
計算稅項

Shopify POS automatically calculates taxes based on your store's location.

Synced inventory

庫存同步

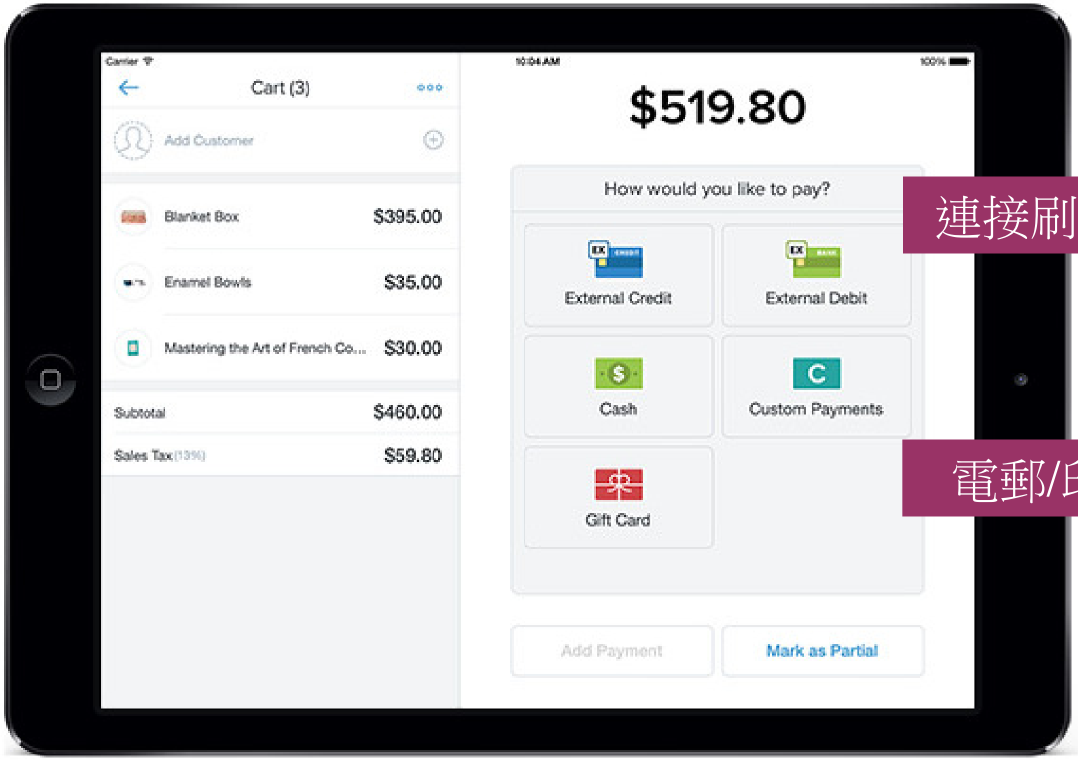
If you have an online store, your inventory and stock count are automatically synced.


Carrier
10:06 AM
100%
All Products
Search
5 Pocket Pants
Blanket Box
Camp is Home T-Shirt
Chambray Work Shirt
Chopper Mitts
Courage Cap
Enamel Bowls
Enamel Dish Set
Foxfire Collection
Gear Bag
Grundig Radio
Heavy Cruiser Jacket
Mastering the Art of French Cooking
Monovid
Randolph Sunglasses
Warm Wool Blanket
Cart Discount
Page 1 of 2
Custom Sale
Cart (4)
Add Customer

Chopper Mitts	$82.00
2 Mastering the Art of French Co...	$60.00
Camp is Home T-Shirt	$38.00
Subtotal	$180.00
Sales Tax (13%)	$23.40
Total	$203.40

SHOPIFY – 付款方法 (店鋪銷售)

Checkout | **Payments** | Orders | Management



Cart (3)

Add Customer

Blanket Box	$395.00
Enamel Bowls	$35.00
Mastering the Art of French Co...	$30.00
Subtotal	$460.00
Sales Tax (13%)	$59.80

$519.80

How would you like to pay?

External Credit
External Debit
Cash
Custom Payments
Gift Card
Add Payment
Mark as Partial

連接刷咭機

電郵/印單

Accept cash, credit, gift cards, and more

Use your own card terminal

Easily record payments from cash, external credit card terminals, store credit, or custom payment methods.

Email or print receipts

Customize your email and printed receipts with your store hours, promotions, or store policies.

SHOPIFY – 客戶銷售記錄 (店鋪銷售)

Checkout
Payments
Orders
Management

Order management

Track your customers

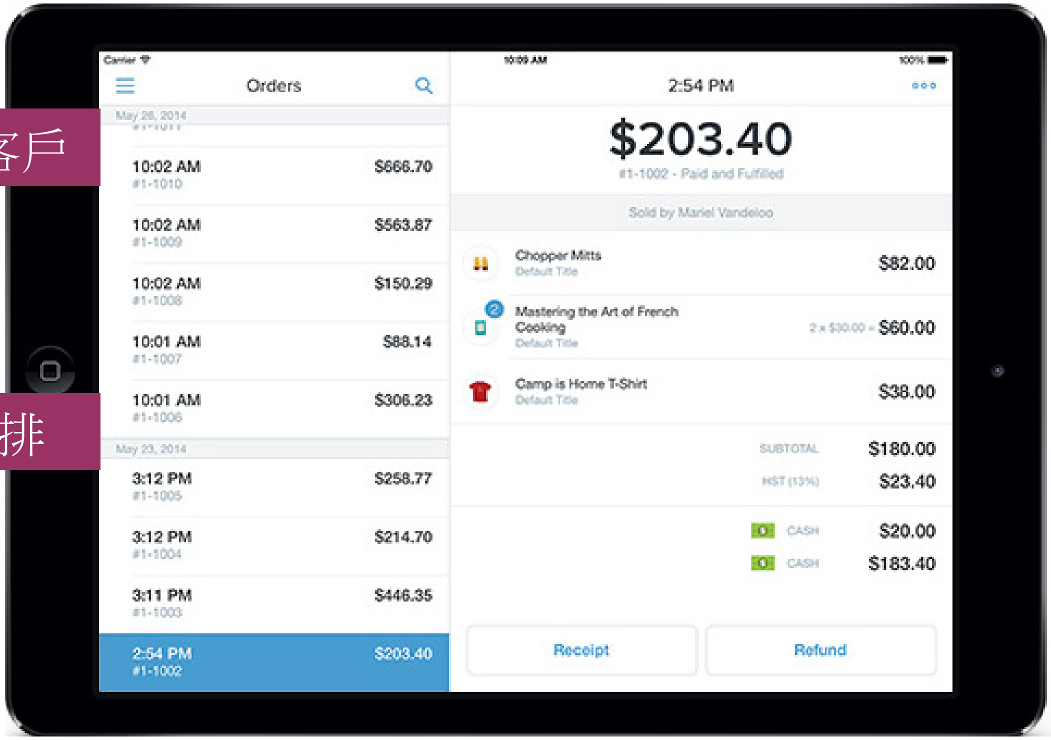
瞭解您客戶

Customer profiles are automatically created when they provide an email address or swipe a credit card, so you know who's buying.

Flexible refunds

退款安排

Refund past orders to store credit, gift cards, or back to your customer using their original payment method.



Carrier
Orders

May 26, 2014

10:02 AM #1-1010	$666.70
10:02 AM #1-1009	$563.87
10:02 AM #1-1008	$150.29
10:01 AM #1-1007	$88.14
10:01 AM #1-1006	$306.23

May 23, 2014

3:12 PM #1-1005	$258.77
3:12 PM #1-1004	$214.70
3:11 PM #1-1003	$446.35
2:54 PM #1-1002	$203.40

10:09 AM 100%

2:54 PM

$203.40

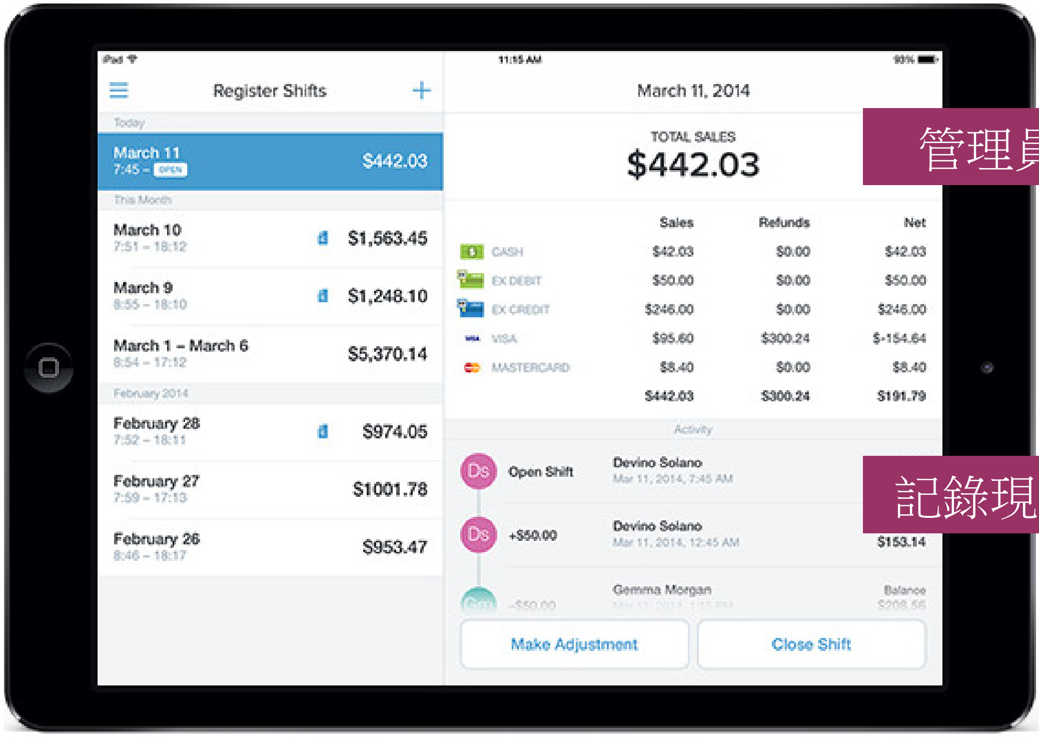
#1-1002 - Paid and Fulfilled

Sold by Mariel Vandeloo

Chopper Mitts Default Title		$82.00
Mastering the Art of French Cooking Default Title	2 x $30.00 =	$60.00
Camp is Home T-Shirt Default Title		$38.00
	SUBTOTAL	$180.00
	HST (13%)	$23.40
	CASH	$20.00
	CASH	$183.40

SHOPIFY – 管理員工帳戶 (店鋪銷售)

Checkout　Payments　Orders　**Management**



Register Shifts

Today

March 11 7:45 – OPEN	$442.03

This Month

March 10 7:51 – 18:12	$1,563.45
March 9 8:55 – 18:10	$1,248.10
March 1 – March 6 8:54 – 17:12	$5,370.14

February 2014

February 28 7:52 – 18:11	$974.05
February 27 7:59 – 17:13	$1001.78
February 26 8:46 – 18:17	$953.47

March 11, 2014

TOTAL SALES
$442.03

	Sales	Refunds	Net
CASH	$42.03	$0.00	$42.03
EX DEBIT	$50.00	$0.00	$50.00
EX CREDIT	$246.00	$0.00	$246.00
VISA	$95.60	$300.24	$-154.64
MASTERCARD	$8.40	$0.00	$8.40
	$442.03	$300.24	$191.79

Activity

Ds	Open Shift	Devino Solano Mar 11, 2014, 7:45 AM	
Ds	+$50.00	Devino Solano Mar 11, 2014, 12:45 AM	$153.14
Gm	-$50.00	Gemma Morgan	Balance $208.56

管理員工

記錄現金流

Store management

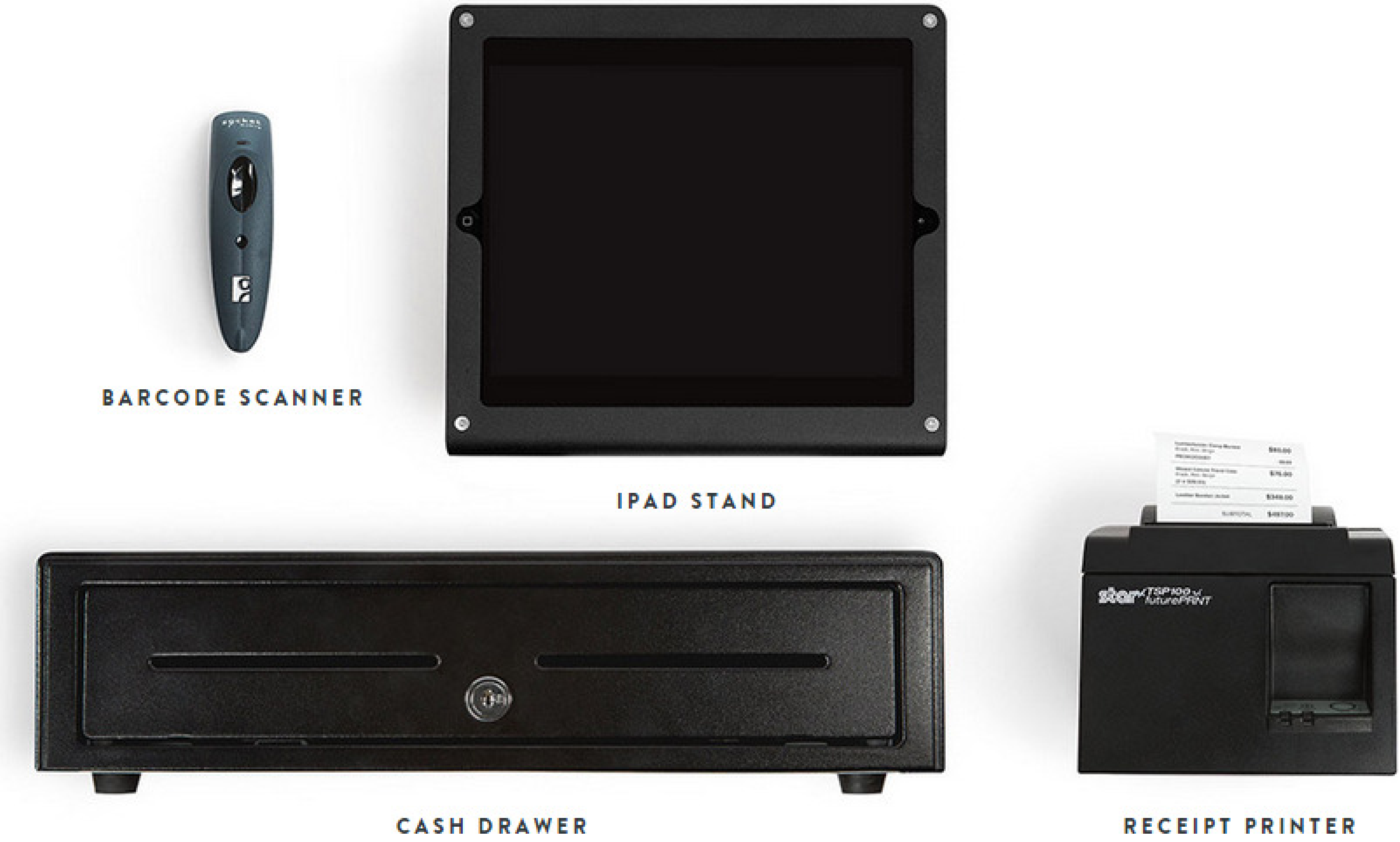
Manage staff accounts

Set up PIN codes for your staff members, so all orders and register activity can be tracked by staff account.

Keep track of your daily cash flow

Monitor all cash register adjustments and staff changes throughout the day.

SHOPIFY – 店鋪使用的配置


BARCODE SCANNER
IPAD STAND
CASH DRAWER
RECEIPT PRINTER

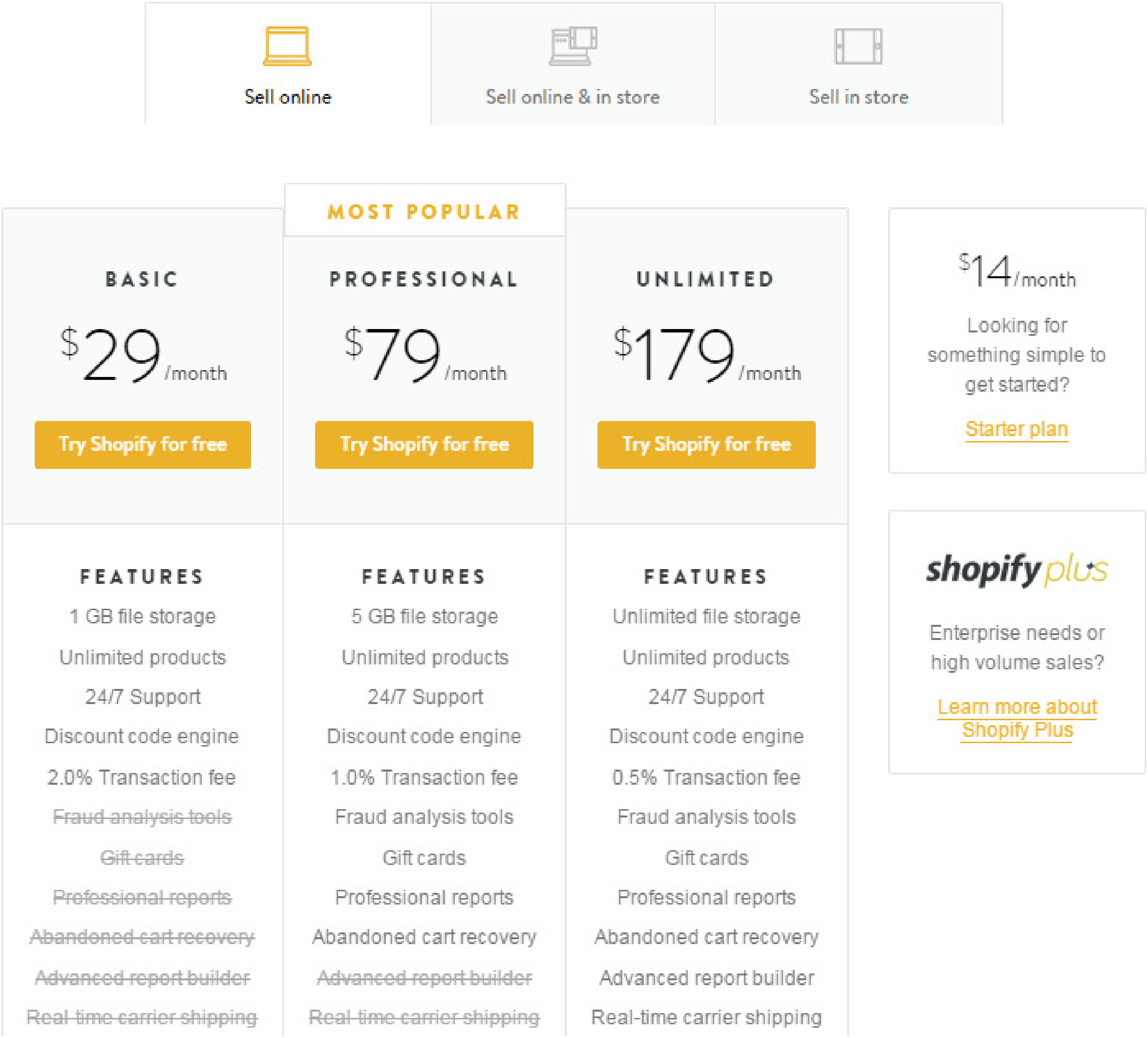
SHOPIFY – 管理實體/電子/手機店鋪

手機

電腦

店鋪

SHOPIFY – 費用參考 (1)



Sell online | Sell online & in store | Sell in store

MOST POPULAR

BASIC	PROFESSIONAL	UNLIMITED
$29/month	$79/month	$179/month
Try Shopify for free	Try Shopify for free	Try Shopify for free
FEATURES	FEATURES	FEATURES
1 GB file storage	5 GB file storage	Unlimited file storage
Unlimited products	Unlimited products	Unlimited products
24/7 Support	24/7 Support	24/7 Support
Discount code engine	Discount code engine	Discount code engine
2.0% Transaction fee	1.0% Transaction fee	0.5% Transaction fee
~~Fraud analysis tools~~	Fraud analysis tools	Fraud analysis tools
~~Gift cards~~	Gift cards	Gift cards
~~Professional reports~~	Professional reports	Professional reports
~~Abandoned cart recovery~~	Abandoned cart recovery	Abandoned cart recovery
~~Advanced report builder~~	~~Advanced report builder~~	Advanced report builder
~~Real-time carrier shipping~~	~~Real-time carrier shipping~~	Real-time carrier shipping

$14/month

Looking for something simple to get started?

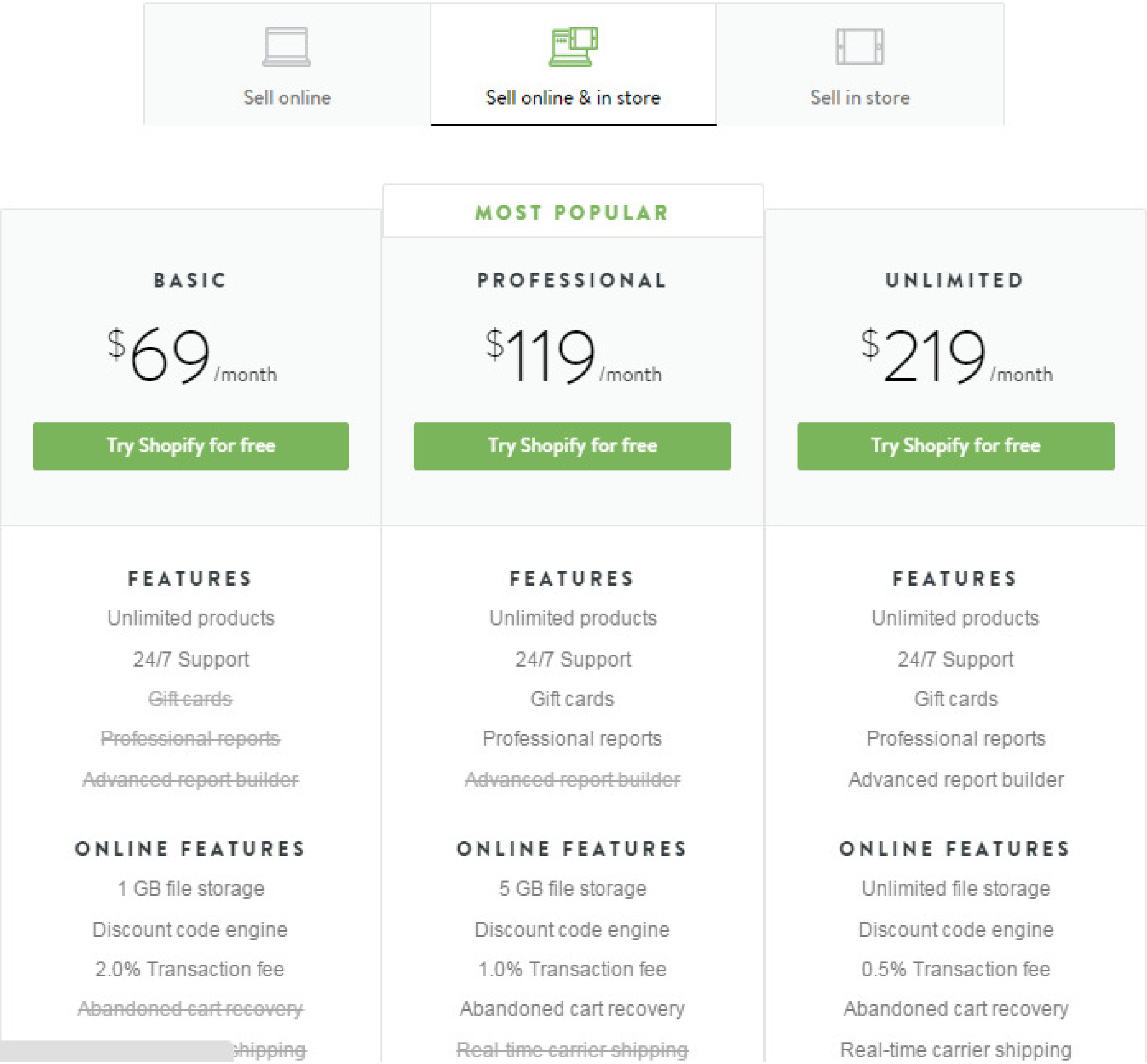
Starter plan

shopify plus

Enterprise needs or high volume sales?

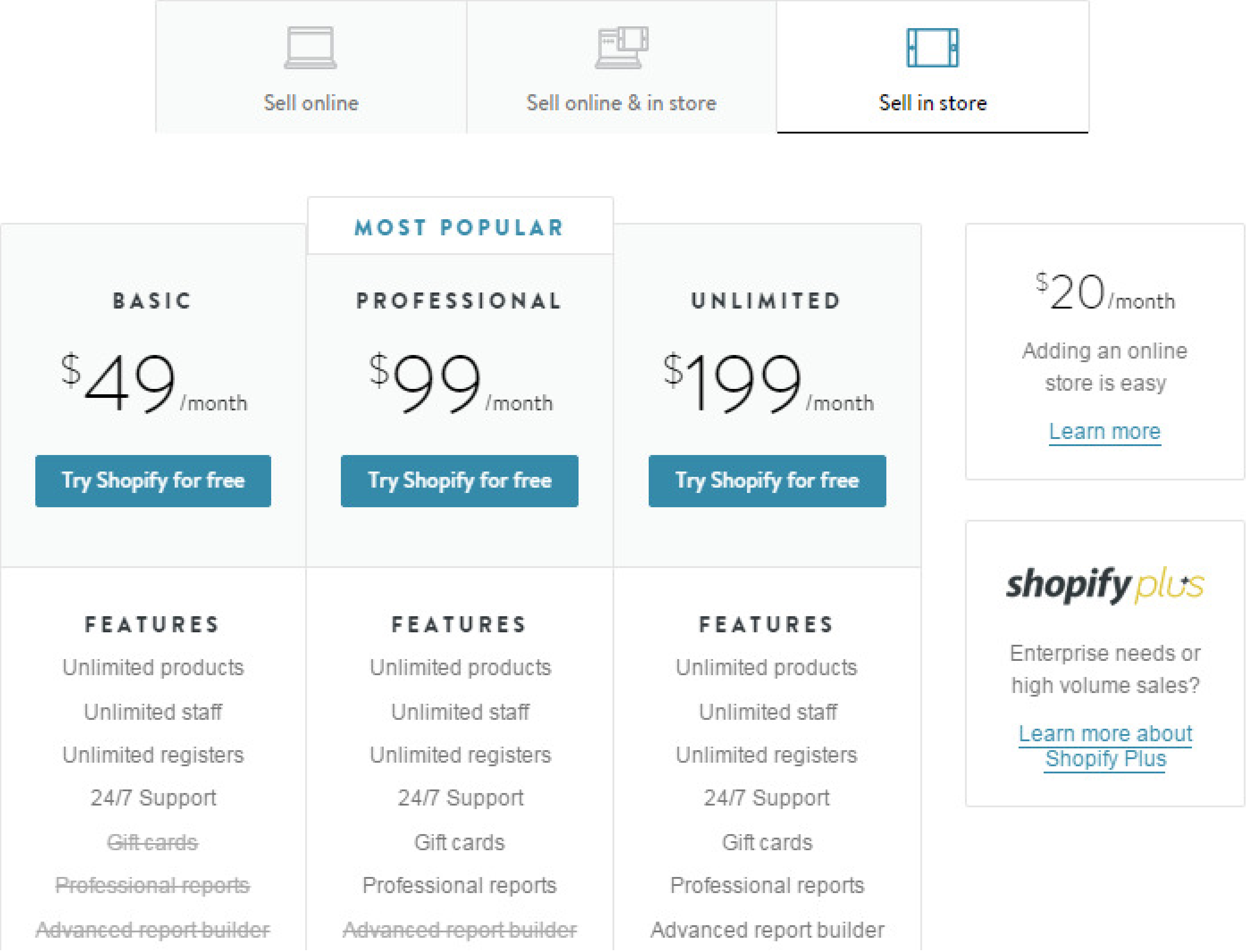
Learn more about Shopify Plus

SHOPIFY – 費用參考 (2)



BASIC	PROFESSIONAL	UNLIMITED
$69 /month	$119 /month	$219 /month
FEATURES	**FEATURES**	**FEATURES**
Unlimited products	Unlimited products	Unlimited products
24/7 Support	24/7 Support	24/7 Support
~~Gift cards~~	Gift cards	Gift cards
~~Professional reports~~	Professional reports	Professional reports
~~Advanced report builder~~	~~Advanced report builder~~	Advanced report builder
ONLINE FEATURES	**ONLINE FEATURES**	**ONLINE FEATURES**
1 GB file storage	5 GB file storage	Unlimited file storage
Discount code engine	Discount code engine	Discount code engine
2.0% Transaction fee	1.0% Transaction fee	0.5% Transaction fee
~~Abandoned cart recovery~~	Abandoned cart recovery	Abandoned cart recovery
[redacted] ~~shipping~~	~~Real-time carrier shipping~~	Real-time carrier shipping

SHOPIFY – 費用參考 (3)



Sell online | Sell online & in store | **Sell in store**

	MOST POPULAR	
BASIC	PROFESSIONAL	UNLIMITED
$49/month	$99/month	$199/month
Try Shopify for free	Try Shopify for free	Try Shopify for free
FEATURES	FEATURES	FEATURES
Unlimited products	Unlimited products	Unlimited products
Unlimited staff	Unlimited staff	Unlimited staff
Unlimited registers	Unlimited registers	Unlimited registers
24/7 Support	24/7 Support	24/7 Support
~~Gift cards~~	Gift cards	Gift cards
~~Professional reports~~	Professional reports	Professional reports
~~Advanced report builder~~	~~Advanced report builder~~	Advanced report builder

$20/month

Adding an online store is easy

Learn more

shopify plus

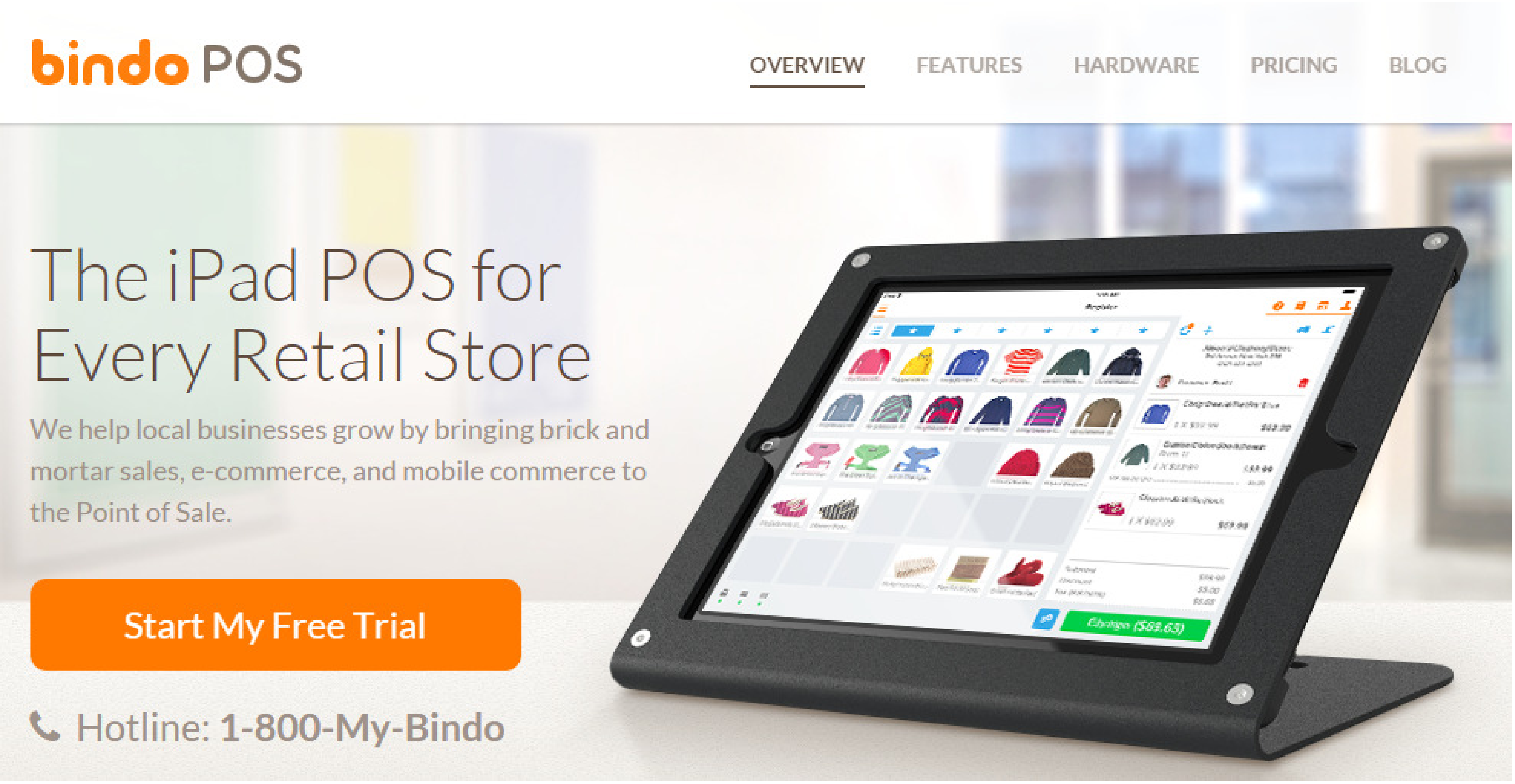
Enterprise needs or high volume sales?

Learn more about Shopify Plus

零售業的特質及對雲端服務的需要

- 對零售業的3大業務必要性
- 雲端應用發揮商業價值
- 雲端應用: SHOPIFY
- **雲端應用: BINDO**

BINDO POS

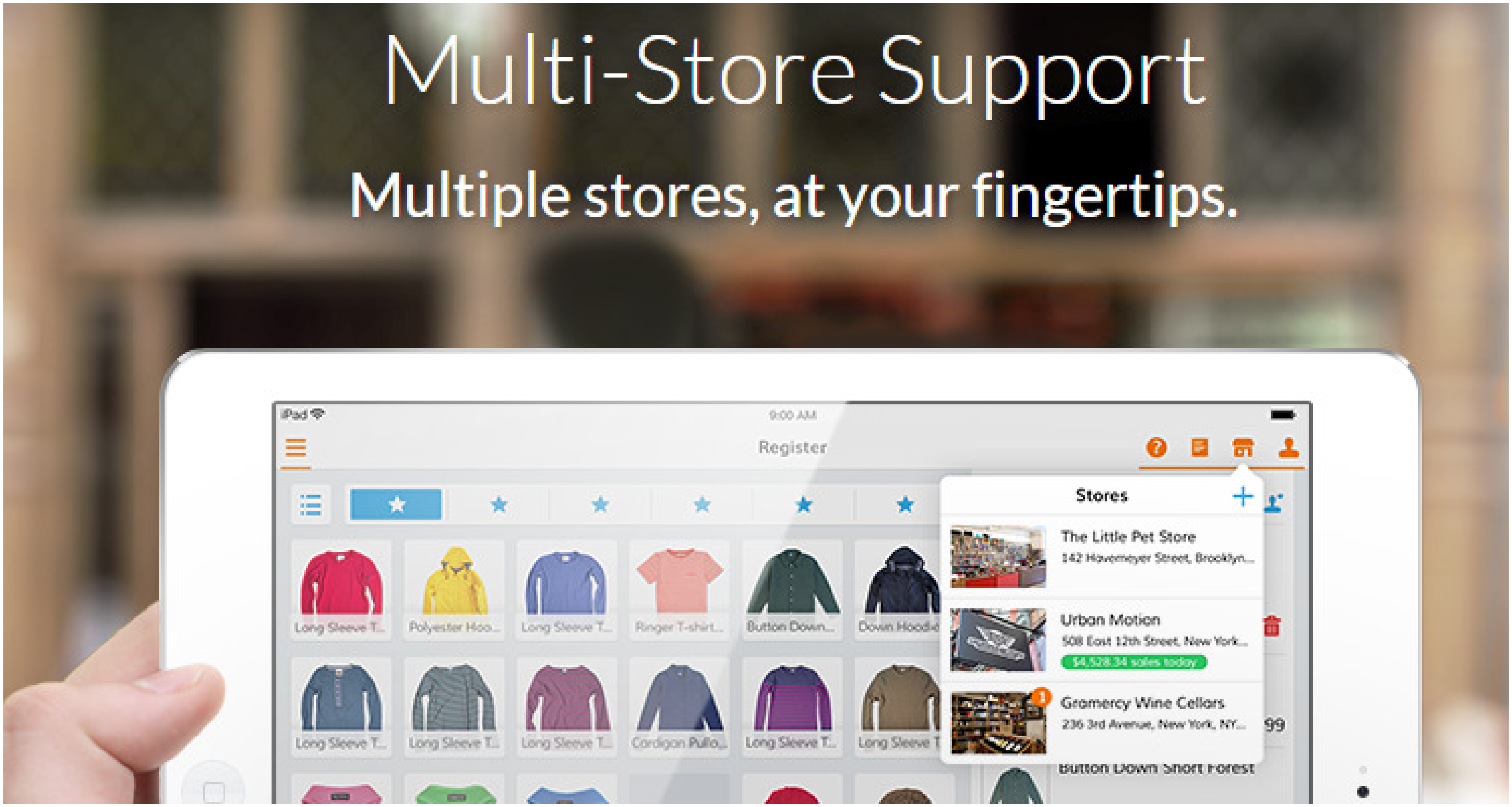

bindo POS
OVERVIEW
FEATURES
HARDWARE
PRICING
BLOG
Start My Free Trial

The iPad POS for Every Retail Store

We help local businesses grow by bringing brick and mortar sales, e-commerce, and mobile commerce to the Point of Sale.

Hotline: **1-800-My-Bindo**

BINDO POS – 多店管理


Multi-Store Support
Multiple stores, at your fingertips.
iPad
9:00 AM
Register
Stores
The Little Pet Store
142 Havemeyer Street, Brooklyn...
Urban Motion
508 East 12th Street, New York...
$4,528.34 sales today
Gramercy Wine Cellars
236 3rd Avenue, New York, NY...
Long Sleeve T...
Polyester Hoo...
Long Sleeve T...
Ringer T-shirt...
Button Down...
Down Hoodie
Long Sleeve T...
Long Sleeve T...
Long Sleeve T...
Cardigan Pullo...
Long Sleeve T...
Long Sleeve T
Button Down Short Forest

BINDO POS – 多店管理

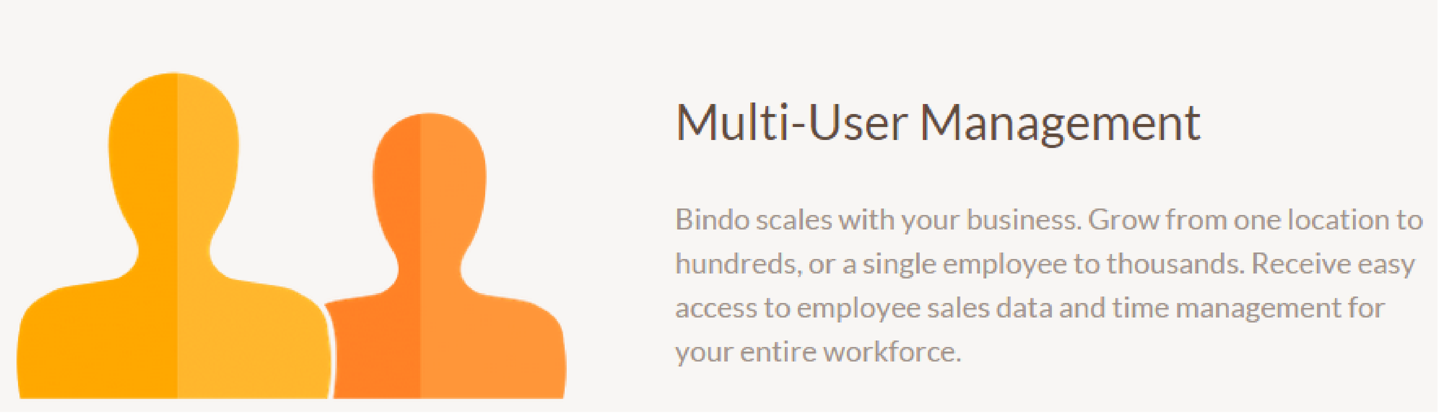
Multiple-Store Management

Keep tabs on all your stores, anywhere you go. Switch between stores with ease and speed.

Single Catalog Management

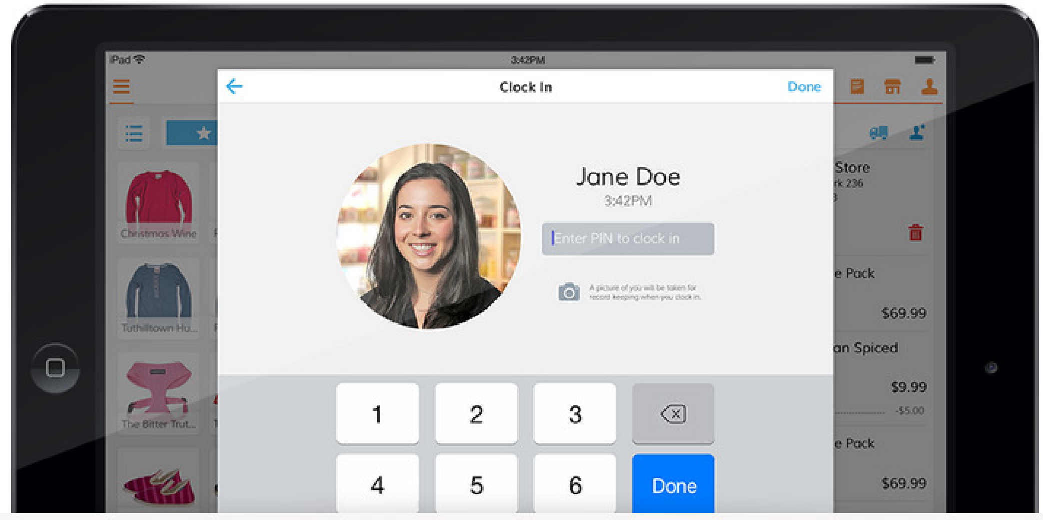
Synchronize your inventory across all your stores. Know where any product is at any given time.

BINDO POS – 多用戶(員工)管理

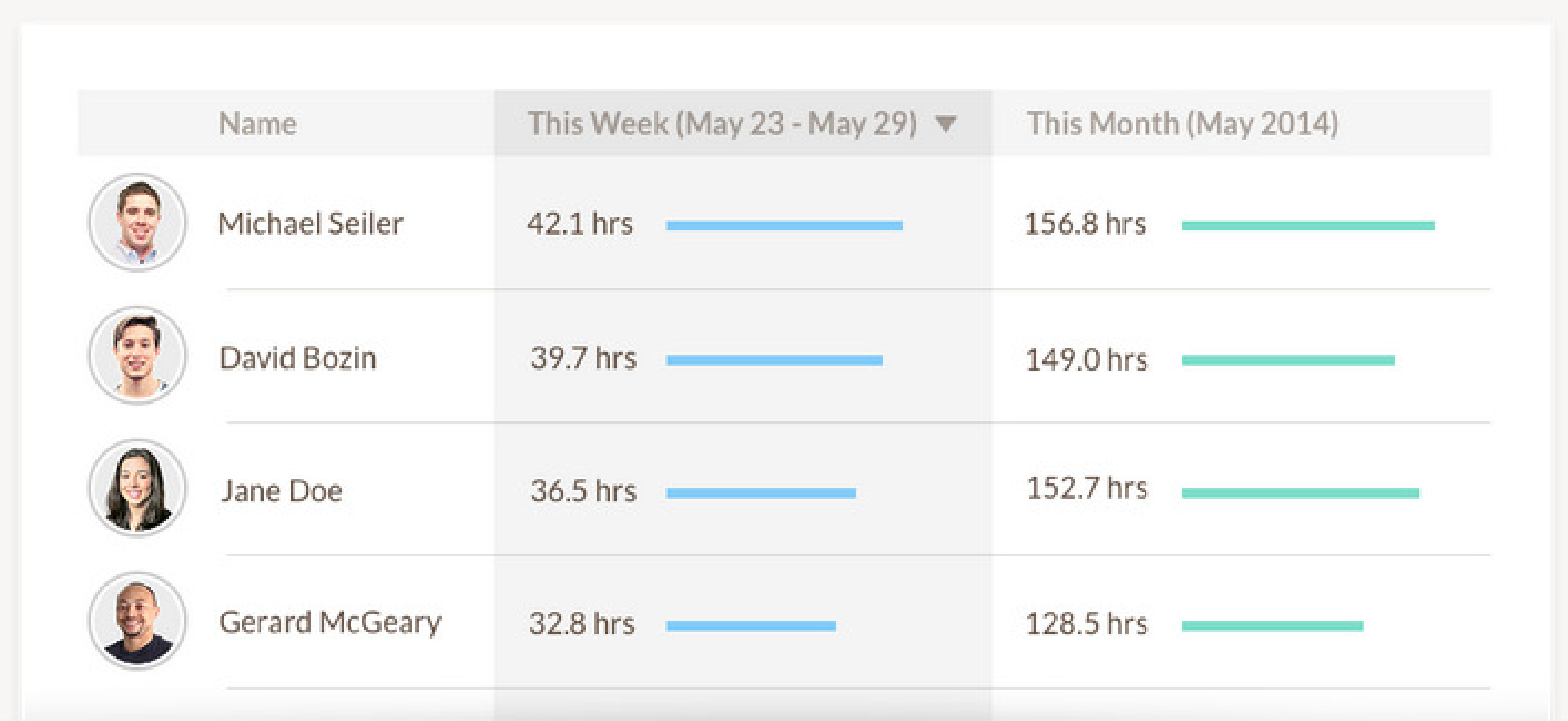


Multi-User Management

Bindo scales with your business. Grow from one location to hundreds, or a single employee to thousands. Receive easy access to employee sales data and time management for your entire workforce.

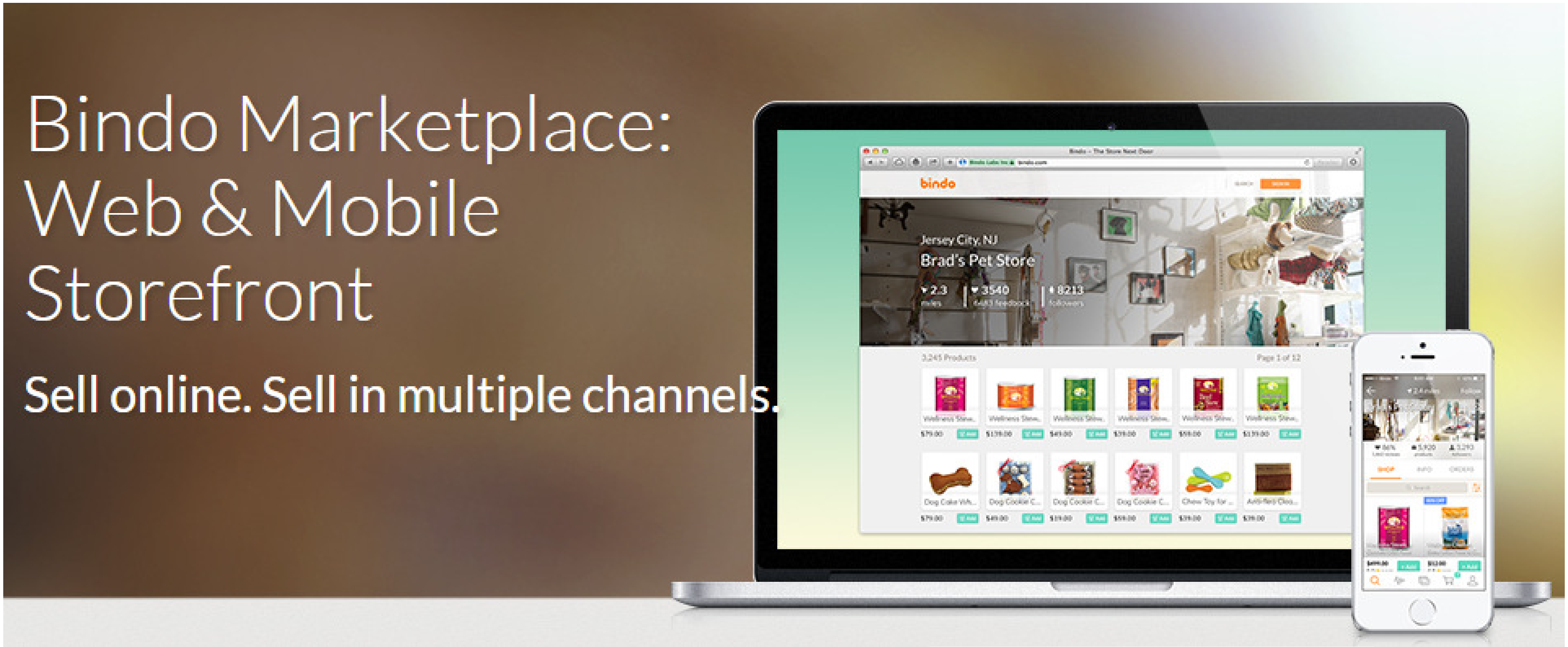

iPad
3:42PM
Clock In
Done
Jane Doe
3:42PM
Enter PIN to clock in
A picture of you will be taken for record keeping when you clock in.
Christmas Wine
Tuthilltown Hu...
The Bitter Trut...
Store
e Pack
$69.99
an Spiced
$9.99
-$5.00
e Pack
$69.99
1
2
3
4
5
6
Done

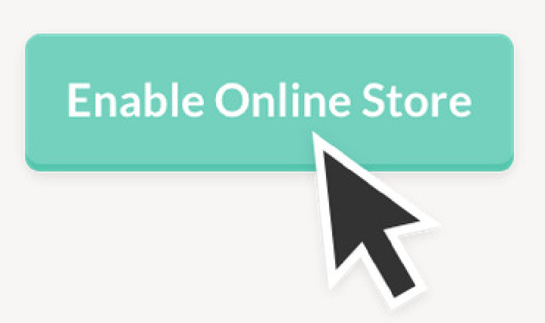
BINDO POS – 多用戶(員工)管理



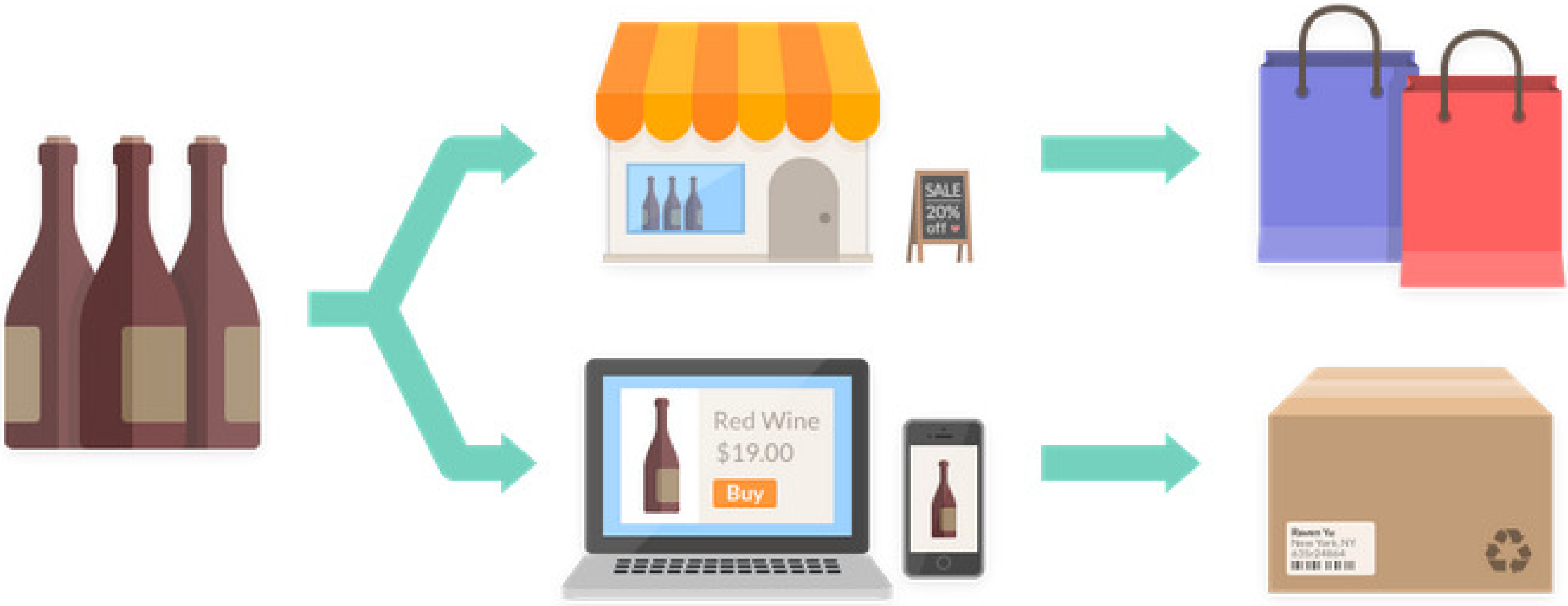
Name	This Week (May 23 - May 29) ▼	This Month (May 2014)
Michael Seiler	42.1 hrs	156.8 hrs
David Bozin	39.7 hrs	149.0 hrs
Jane Doe	36.5 hrs	152.7 hrs
Gerard McGeary	32.8 hrs	128.5 hrs

BINDO MARKETPLACE


Bindo Marketplace:
Web & Mobile
Storefront
Sell online. Sell in multiple channels.
bindo
Jersey City, NJ
Brad's Pet Store
2.3 miles
3540
8213 followers
3,245 Products
Page 1 of 12


Enable Online Store

BINDO MARKETPLACE


SALE
20%
off
Red Wine
$19.00
Buy

Add your products

Index your products on a single, unified inventory

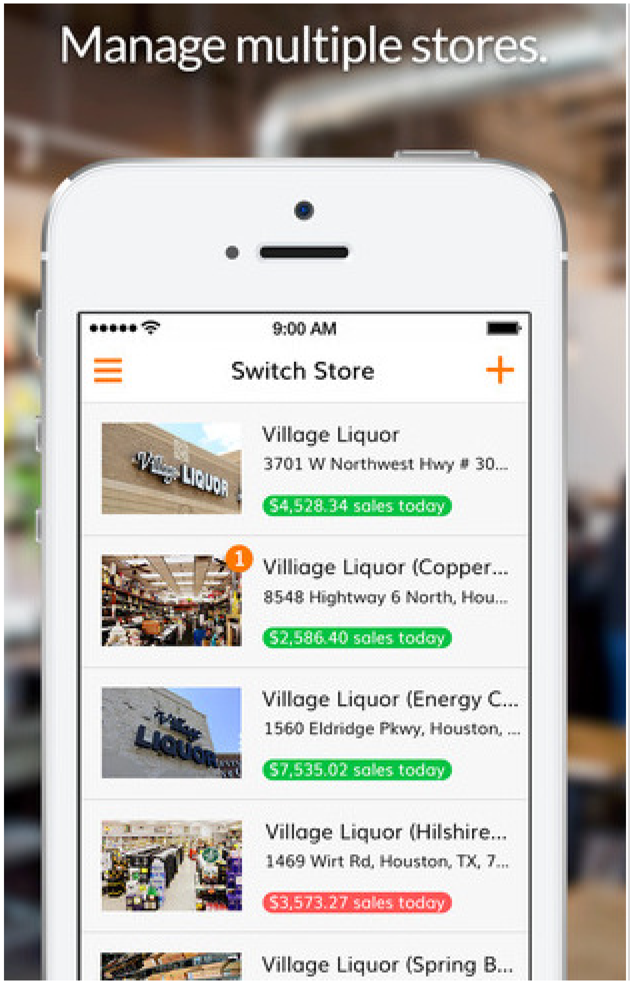
Sell in-store and online

Intelligent inventory synchronization between online and in-store sales

Pick-up or delivery

Convenience for the customer

BINDO – 多渠道綜合報表



Manage multiple stores.

9:00 AM

Switch Store

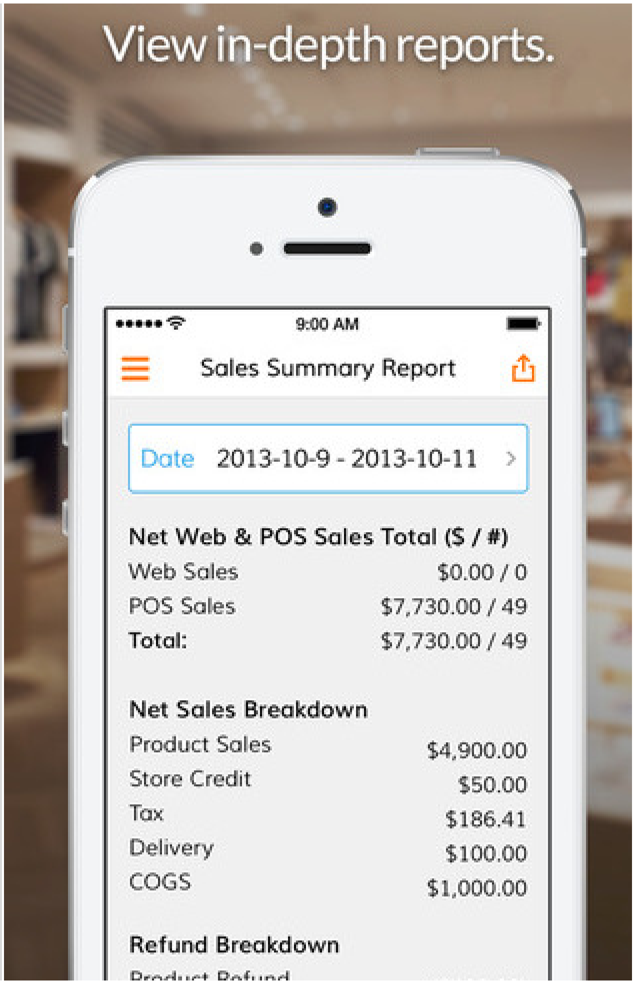
Village Liquor
3701 W Northwest Hwy # 30...
$4,528.34 sales today

Villiage Liquor (Copper...
8548 Hightway 6 North, Hou...
$2,586.40 sales today

Village Liquor (Energy C...
1560 Eldridge Pkwy, Houston, ...
$7,535.02 sales today

Village Liquor (Hilshire...
1469 Wirt Rd, Houston, TX, 7...
$3,573.27 sales today

Village Liquor (Spring B...



View in-depth reports.

9:00 AM

Sales Summary Report

Date 2013-10-9 - 2013-10-11

Net Web & POS Sales Total ($ / #)

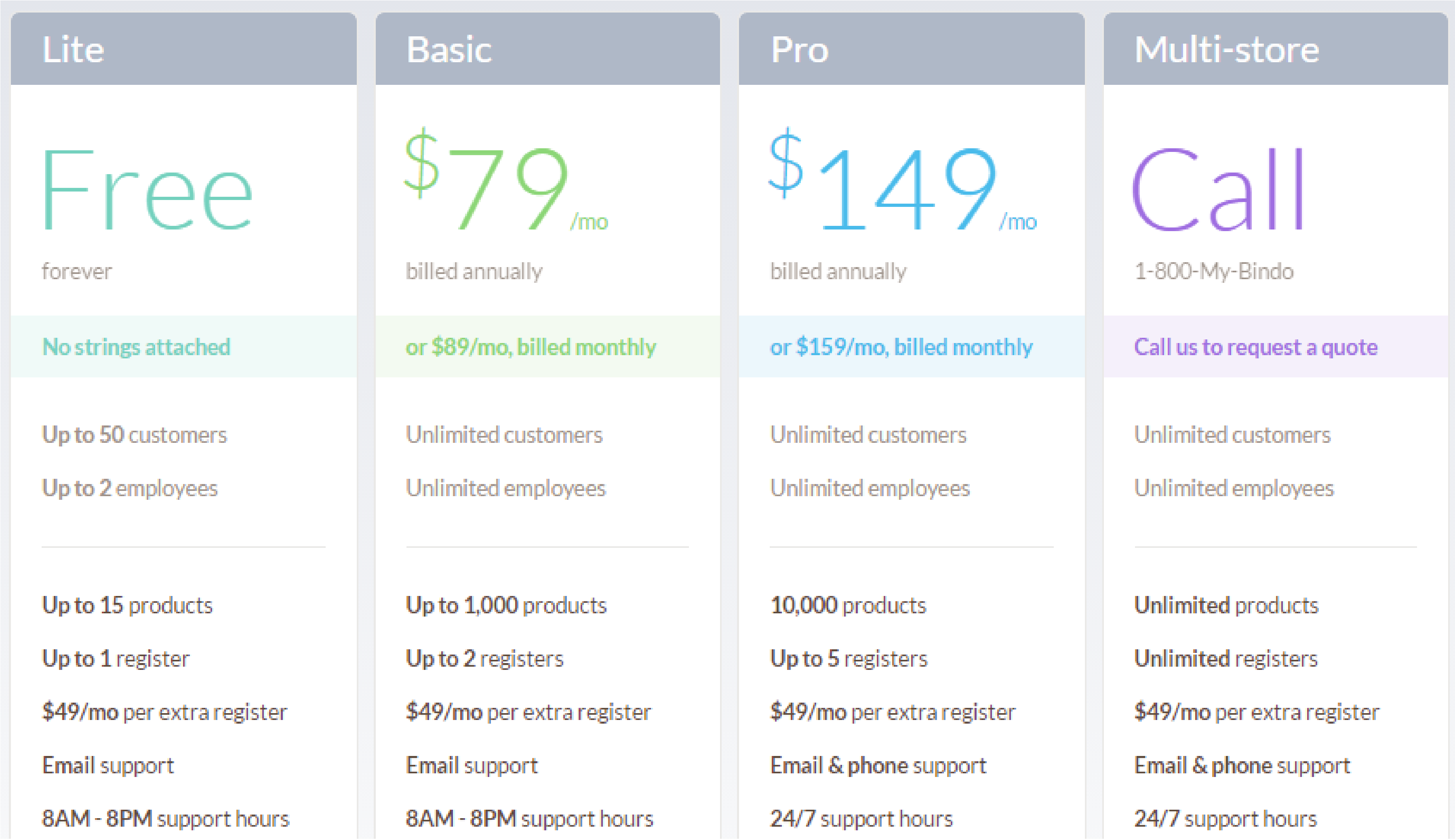
Web Sales	$0.00 / 0
POS Sales	$7,730.00 / 49
Total:	$7,730.00 / 49

Net Sales Breakdown

Product Sales	$4,900.00
Store Credit	$50.00
Tax	$186.41
Delivery	$100.00
COGS	$1,000.00

Refund Breakdown

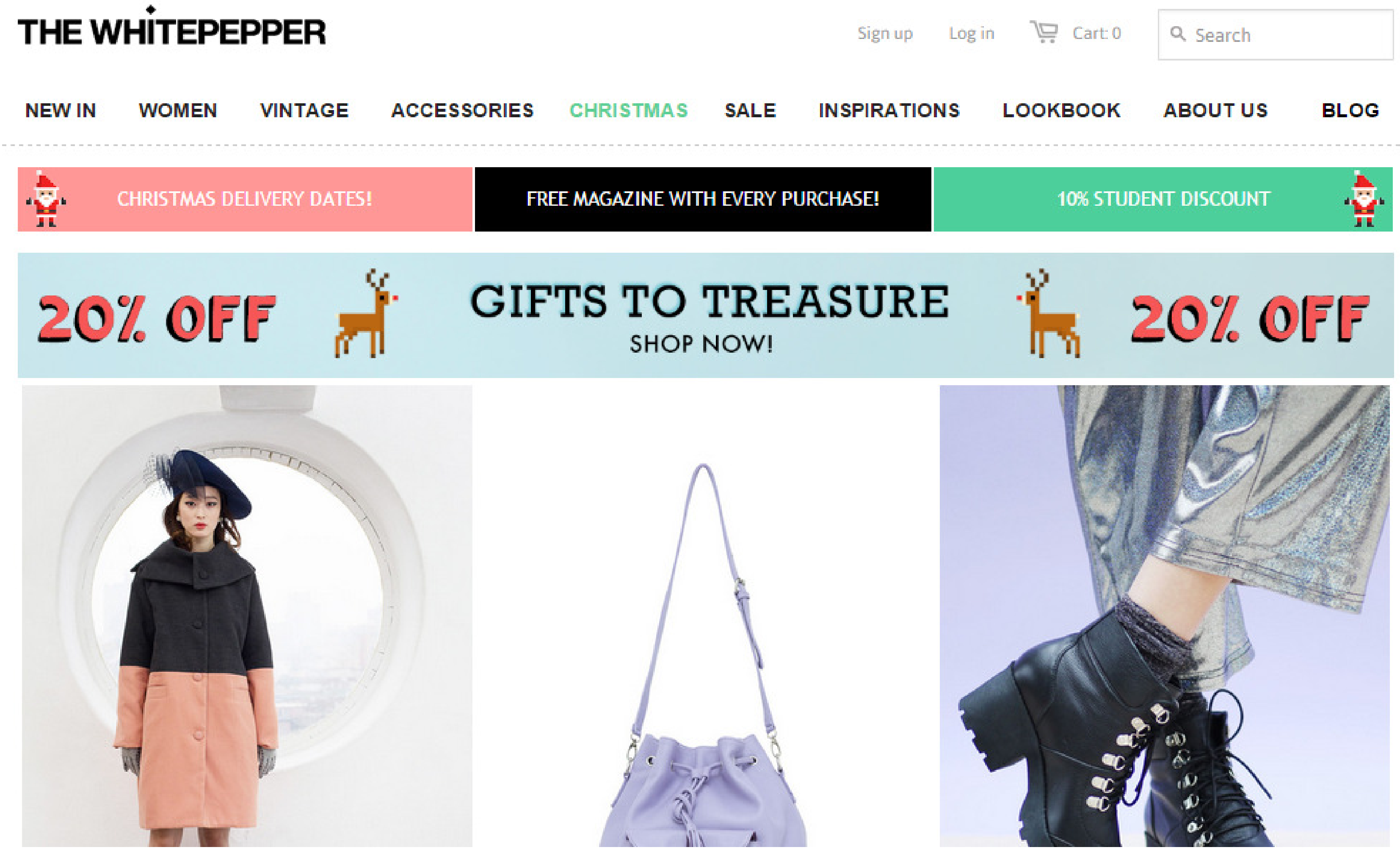
BINDO – 費用參考



Lite	Basic	Pro	Multi-store
Free	$79/mo	$149/mo	Call
forever	billed annually	billed annually	1-800-My-Bindo
No strings attached	or $89/mo, billed monthly	or $159/mo, billed monthly	Call us to request a quote
Up to 50 customers	Unlimited customers	Unlimited customers	Unlimited customers
Up to 2 employees	Unlimited employees	Unlimited employees	Unlimited employees
Up to 15 products	Up to 1,000 products	10,000 products	Unlimited products
Up to 1 register	Up to 2 registers	Up to 5 registers	Unlimited registers
$49/mo per extra register	$49/mo per extra register	$49/mo per extra register	$49/mo per extra register
Email support	Email support	Email & phone support	Email & phone support
8AM - 8PM support hours	8AM - 8PM support hours	24/7 support hours	24/7 support hours

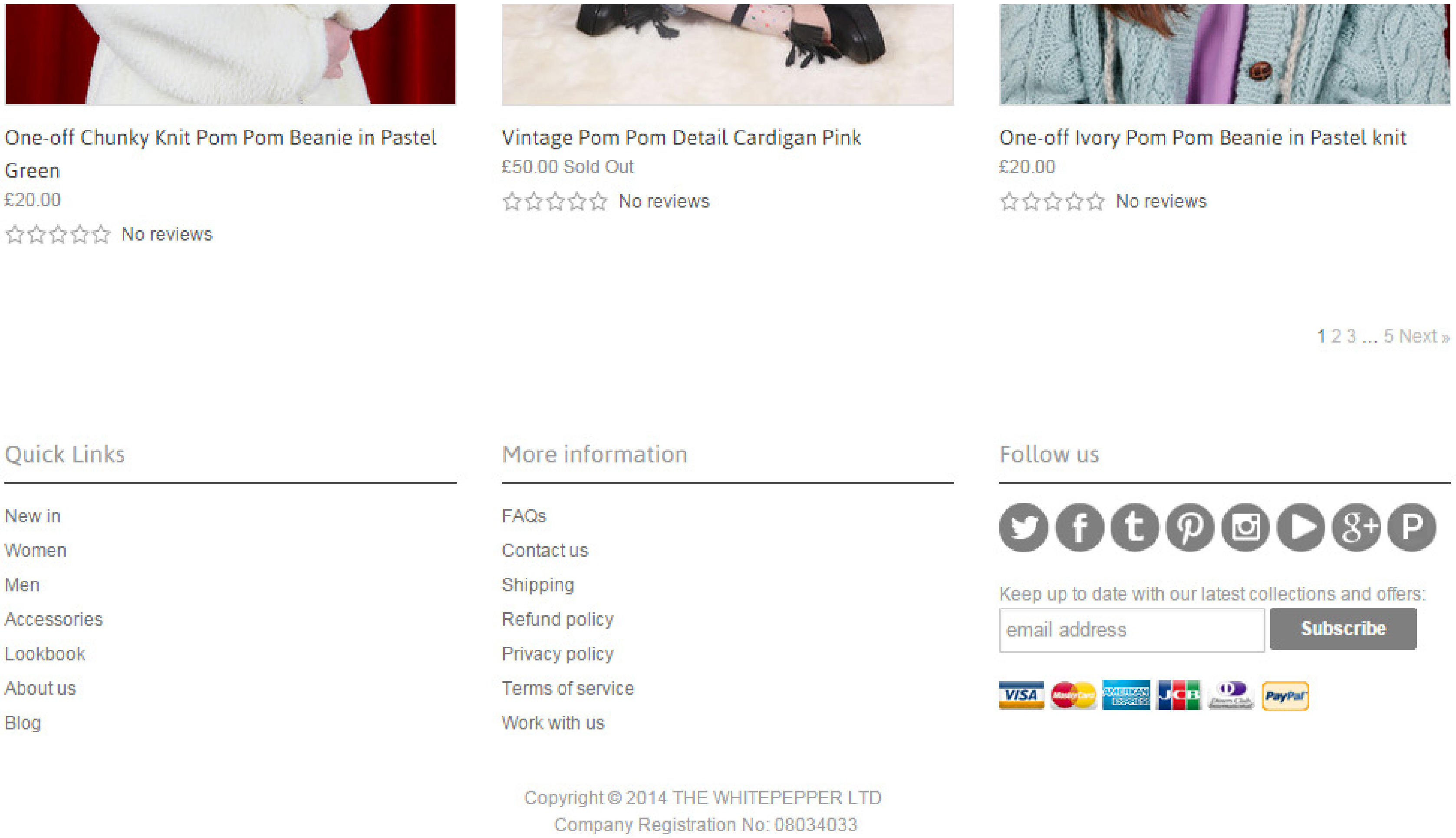
第4節: 案例參考

SHOPIFY – 應用案例


THE WHITEPEPPER
Sign up
Log in
Cart: 0
Search
NEW IN
WOMEN
VINTAGE
ACCESSORIES
CHRISTMAS
SALE
INSPIRATIONS
LOOKBOOK
ABOUT US
BLOG
CHRISTMAS DELIVERY DATES!
FREE MAGAZINE WITH EVERY PURCHASE!
10% STUDENT DISCOUNT
20% OFF
GIFTS TO TREASURE
SHOP NOW!
20% OFF

http://www.thewhitepepper.com/

SHOPIFY – 應用案例



One-off Chunky Knit Pom Pom Beanie in Pastel Green
£20.00
☆☆☆☆☆ No reviews

Vintage Pom Pom Detail Cardigan Pink
£50.00 Sold Out
☆☆☆☆☆ No reviews

One-off Ivory Pom Pom Beanie in Pastel knit
£20.00
☆☆☆☆☆ No reviews

1 2 3 ... 5 Next »

Quick Links

- New in
- Women
- Men
- Accessories
- Lookbook
- About us
- Blog

More information

- FAQs
- Contact us
- Shipping
- Refund policy
- Privacy policy
- Terms of service
- Work with us

Follow us

Keep up to date with our latest collections and offers:

Copyright © 2014 THE WHITEPEPPER LTD
Company Registration No: 08034033

http://www.thewhitepepper.com/

SHOPIFY – 應用案例

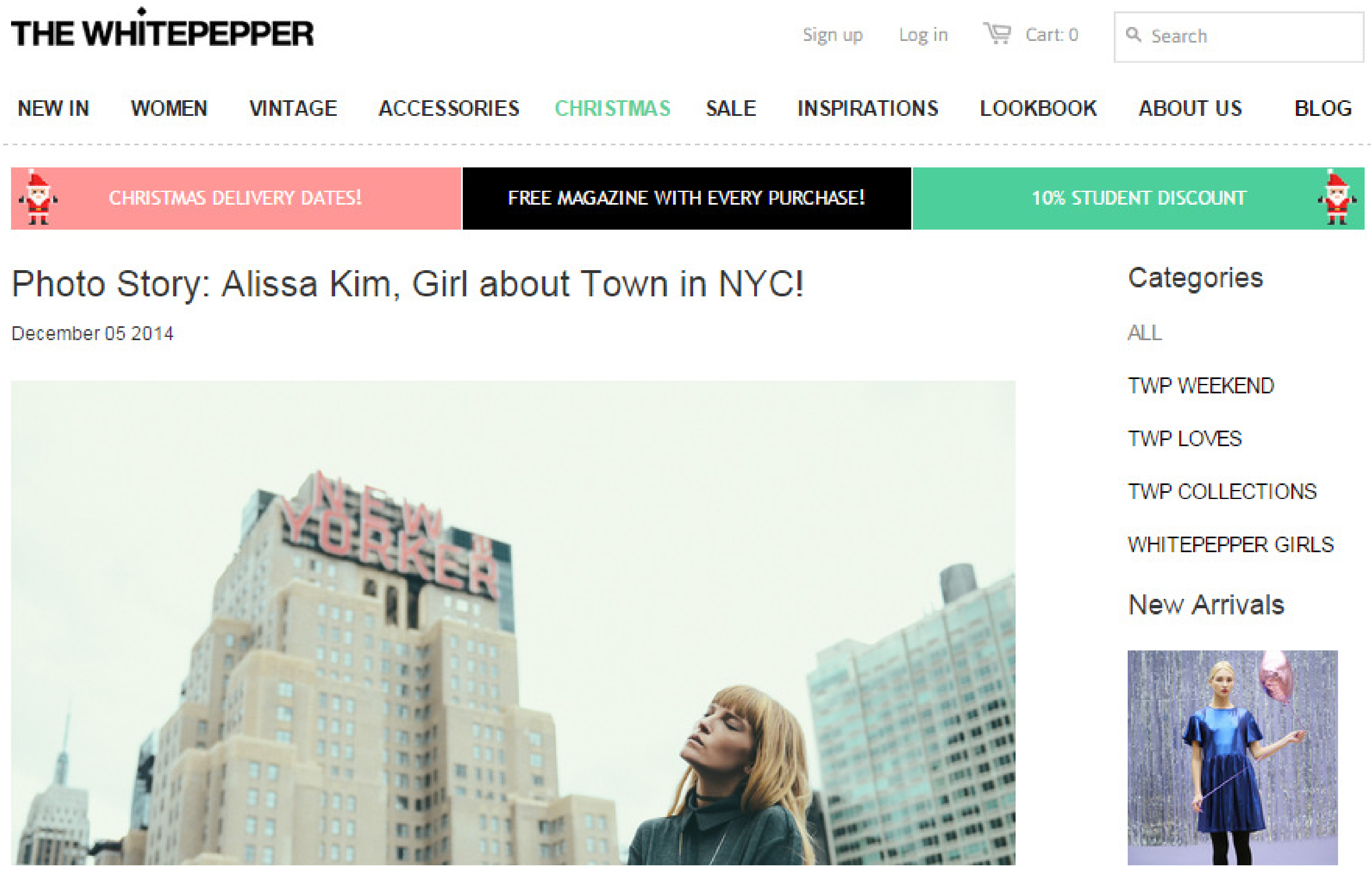

THE WHITEPEPPER
Sign up
Log in
Cart: 0
Search
NEW IN
WOMEN
VINTAGE
ACCESSORIES
CHRISTMAS
SALE
INSPIRATIONS
LOOKBOOK
ABOUT US
BLOG
CHRISTMAS DELIVERY DATES!
FREE MAGAZINE WITH EVERY PURCHASE!
10% STUDENT DISCOUNT
NEW YORKER

Photo Story: Alissa Kim, Girl about Town in NYC!

December 05 2014

Categories

ALL

TWP WEEKEND

TWP LOVES

TWP COLLECTIONS

WHITEPEPPER GIRLS

New Arrivals

謝謝參加!
期望在不久將來與各位再見!

我們還有講座(2)及(3), 深入講解零售業的其他雲端使用
講座(2): 營銷管理
講座(3): 供應鏈管理