

# Start PunchOut Today!

Compatible with all leading eCommerce  
and eProcurement Platforms





# What is PunchOut

## AND WHY DO B2B SELLERS NEED IT?

### What's PunchOut (aka cXML PunchOut, OCI Roundtrip)?

A B2B industry standard protocol that enables secure online shopping and ordering between e-Commerce web store platforms (Magento, Woo, Opencart, Shopify, etc.) and e-Procurement systems (Coupa, SAP, Ariba, Oracle, Jaggaer, etc.)

### Why is my customer (the buying organization) asking for PunchOut?

Your customer is implementing an e-Procurement system to order online from suppliers. The e-Procurement ordering process requires buyer pre-approval of the order prior to submission – that's where PunchOut comes in (see next page.) According to The Hackett Group, e-Procurement system usage will triple by 2021, so you can expect even more requests for PunchOut from customers in the future.

### What are the benefits of my web store having PunchOut capability?

PunchOut lowers your order processing costs, reduces errors and exceptions; and you might even see an increase in volume now that your online shop is directly accessible from your customer's desktop!

Also, your customer's e-Procurement ROI is based on maximizing the number of orders processed by the e-Procurement system – you're helping them accomplish this – but if you don't comply, they may look for another supplier who can.

# The difference

## BETWEEN WEB ORDERING AND WEB ORDERING VIA PUNCHOUT

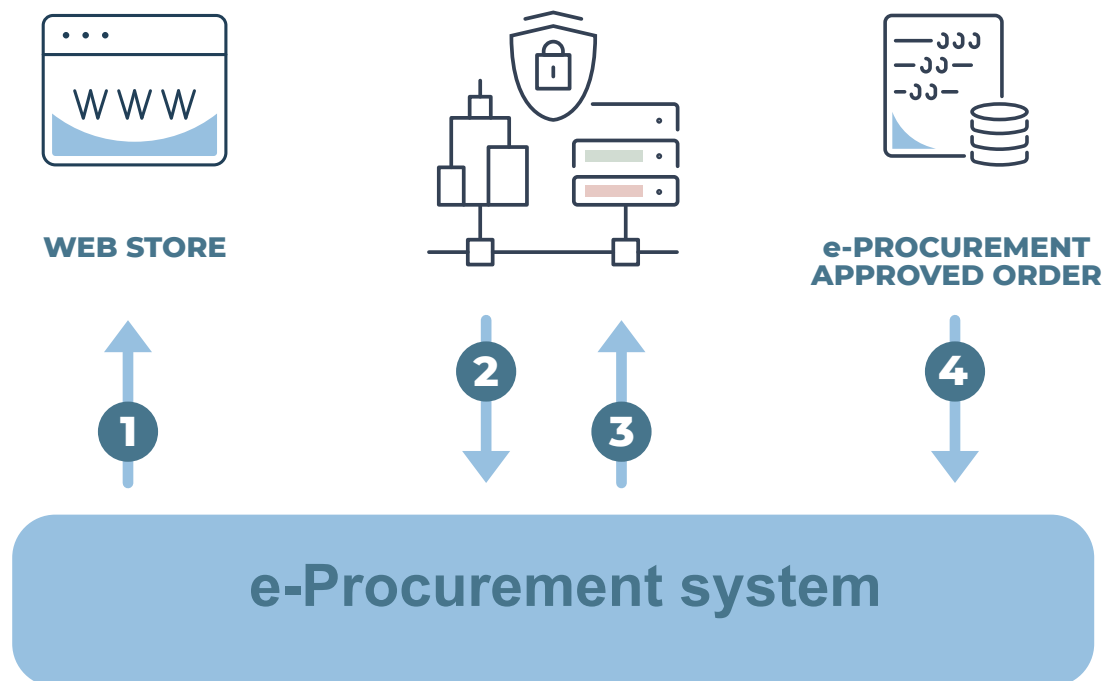
### Web Ordering

The shopping cart becomes the order without pre-approval by the buyer; no Purchase Order is created and payment is typically by credit card.



### Web Ordering via PunchOut

The shopping cart must be **pre-approved** by the buyer prior to becoming an actual order in the form of a Purchase Order; any payment method can be used.



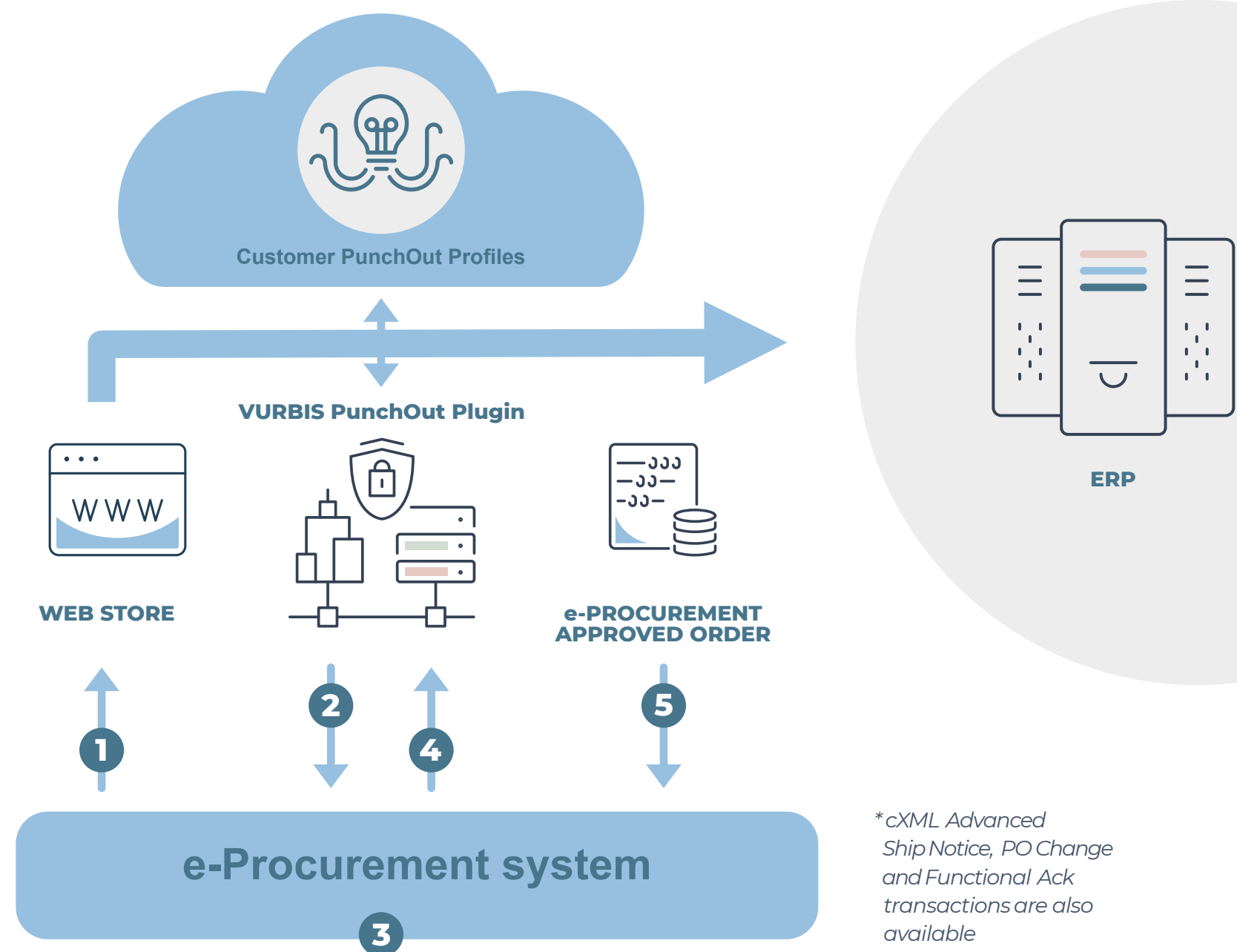
1. User logs into Web Store from the e-Procurement system, shops, creates cart
2. Cart sent back to e-Procurement system for approval processing
3. Approved purchase order sent to Web Store
4. Web Store sends e-Invoice



# How does it work?

1. The e-Procurement system sends a request to PunchOut (**POSR - PunchOutSetupRequest**) to the Web Store, which the Vurbis Plugin identifies and authenticates, starting the PunchOut session – the user shops the Web Store and creates a shopping cart, but doesn't place an order.
2. Instead, the Vurbis Cloud formats the cart so it's compatible with the e-Procurement system's PunchOut API and sends back a **POOM (PunchOutOrderMessage)**; the e-Procurement system PunchOut API acknowledges it received the POOM (aka cart), and the session ends.
3. The e-Procurement system performs its approval routing - items can be deleted, changed, or entire carts dropped.
4. When the cart is approved, another request to **PunchOut (POSR)** is sent, and another PunchOut session begins. The e-Procurement system then sends a **Purchase Order (POOR – PunchOutOrderRequest)**; the Vurbis Cloud verifies the Purchase Order is accurate, loads it into web store (or ERP, etc.) and sends an acknowledgement.
5. The order is processed and fulfilled by the Web Store / ERP; if required, a cXML e-invoice can be generated (via PO flip) and sent to the e-Procurement system.

## EXAMPLE OF CXML PUNCHOUT SESSION WITH VURBIS PLUGIN



*\*cXML Advanced Ship Notice, PO Change and Functional Ack transactions are also available*

# PunchOut benefits

## How your customer experiences your PunchOut-ready e-commerce web store

After logging into their e-Procurement system, the customer clicks a link, which takes them to your e-Commerce web store's landing page, where they are automatically logged in to ensure they only see the goods and services they buy from you, at the prices you've negotiated with them. From the landing page, they can search, browse, and then select products and services they need, creating a shopping cart. This is where PunchOut differentiates from typical online shopping. Instead placing the order via your checkout page, Punchout reformats and then sends the shopping cart back to the e-Procurement system for approval routing and purchase order creation. You can even receive the purchase order via PunchOut; or send a ship notice or e-invoice – all using your e-Commerce web store.

## BOTH YOU AND YOUR CUSTOMERS

### Key benefits to your organization include:

- Lower costs
- More orders
- Increased brand visibility
- Improved customer satisfaction
- Omni-channel selling
- Revenue protection

### Key benefits to your customers include:

- Consumer-like user (buying) experience
- Access to “richer” product and services information
- Up-to-date pricing and availability
- Automated, “closed-loop” ordering
- No catalog maintenance costs
- Achieving e-procurement objectives

# Compatible with any

## One PunchOut solution for every customer situation

Regardless of which e-Commerce platform you use, or which e-Procurement platforms your customers use, or which version of PunchOut your customers require (cXML, OCI, etc.), the Vurbis PunchOut Plugin, and the Vurbis Cloud will deliver - fast and cost effectively.

## E-COMMERCE OR E-PROCUREMENT PLATFORM

### e-Commerce Platforms

- Netsuite
- Magento
- Woo Commerce
- Shopify
- Episerver (Optimizly)
- Oro Commerce
- Insite Commerce
- Prestashop
- Opencart
- Big Commerce
- Salesforce Commerce Cloud
- nopCommerce
- Zencart
- Intershop
- More...

### e-Procurement Platforms

- Coupa
- SAP Ariba
- Jaggaer
- Workday
- SAP SRM
- GEP
- Oracle
- Birchstreet
- Proactis
- Buyerquest
- Peoplesoft
- Zycus
- Nexus
- Tyler Technologies
- More...

# Serving all of your

## B2B CONNECTIVITY NEEDS

In addition to the PunchOut Plugin™, the Vurbis Cloud offers a menu of cost-effective, cloud based, B2B connectivity solutions

Do you need to receive purchase orders over the web directly into your ERP system? Need to send e-invoices to your customer's EDI portal? Are you a large buyer interested in converting your suppliers from stored catalogs to PunchOut? The Vurbis Cloud's market-proven solutions can meet your global connectivity needs – cost effectively and non-invasively!

Vurbis has enabled B2B sellers and buyers in every market benefit from savings and efficiencies offered by online selling and buying.





# Contact Vurbis

**Vurbis United States**  
2 Corporate Drive  
Suite 745  
Shelton, CT 06484 USA  
+1 475-261-9494  
info@vurbis.com

**Vurbis The Netherlands**  
Newtonlaan 115  
3584 BH Utrecht  
The Netherlands  
+ 31(0) 30 899 3131  
info@vurbis.com

**Vurbis Spain**  
Carrer Federico García Lorca,  
46 afrente  
03580 Alfaz Del Pi, Spain  
+34 965 02 01 31  
info@vurbis.com

**Vurbis Africa Middle East  
Mauritius**  
Junction Business Hub 213  
Calebasses  
+230 5812 8510  
info@vurbis.com

**Vurbis Australia**  
123A Colin Street  
WA 6005 Perth  
Australia  
+ 31(0) 30 899 3131  
info@vurbis.com

**Vurbis France**  
132 Rue Bossuet  
69006 Lyon  
France  
+ 33(0) 6 78 65 92 32  
info@vurbis.com

