

AGORA

AGORA is an e-commerce and procurement platform for B2B and B2C. The platform allows launching B2B/B2C marketplaces, B2B dealer portals, PIM systems, e-procurements (ETP, SRM, Small purchases). Extensive functions and integrations with ERP-systems (1C, SAP, Navision, etc.), CRM-systems (Bitrix24, AMO) are available.

If you have any questions about setting up a project, you can contact Agora technical support [Agora technical support](#).

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User Registration

The registration functionality allows you to [register](#) a legal or natural person in the system as a customer or supplier.

Functional	Description of functionality
Simplified registration of a counterparty	With simplified registration of a counterparty - a customer or a supplier - you need to enter an email address, password, legal and physical address, TIN and other details. When you select a country, the requested details and input masks are automatically changed.
Multi-stage registration of a legal entity with confirmation of a phone number	Registration takes place in 3 stages in a simplified form. At the first stage, the client enters an email address and password, at the second stage, he confirms the phone number (optional, can be disabled), at the third stage, the counterparty details are entered, similar to the process of simplified registration of the counterparty, and the registration procedure is completed.
Registration of the buyer as an individual	Registration of an individual with a phone number and passport details. The set of fields used for registration is customizable.

Registration of the buyer through the manager	Allows the supplier to register a counterparty - a legal entity or an individual entrepreneur.
User registration with buyer and supplier rights	Allows you to buy and sell goods using one account, which is simultaneously assigned the roles of the customer and the supplier.

Authorization

Authorization covers the process of users entering the system (login) and logging out (logout), as well as the possibility of automatic authorization from other applications or services (cross-authorization).

Functional	Description of functionality
Authorization in the System	Authorization of users (customers/suppliers) depending on the portal settings.
Sign Out	Methods for logging out of the system, setting up the automatic logout (autologout) function.
Cross-authorization*	<ul style="list-style-type: none"> • Cross-authorization using the OAUTH protocol, which allows you to give any service the right to access user resources in the system. • Cross-authorization using a token - importing a user file into the system and authorization from the user's website based on this file.

Personal accounts and user roles

Through the personal account - the user's personal workspace - access to the main functionality for various roles is provided: customers, suppliers and their specialists: order operators, content managers, commercial managers, sales representatives and others.

Functional	Description of functionality
Customer	<p>Provides access to the following functions available to the customer:</p> <ul style="list-style-type: none"> • search for goods in the catalog; • viewing personalized prices; • formation of orders; • order status tracking; • formation of complaints; • tracking financial information; • form purchases from different legal entities and under different contracts; • export of product content.
Supplier	<p>Provides access to the following features available to the provider:</p> <ul style="list-style-type: none"> • loading goods from files; • entering goods manually; • processing orders/complaints; • notification management; • maintenance of category directories; • view statistics on orders.
Order Operator or Supplier Sales Manager	<p>In this office, the sales manager can:</p> <ul style="list-style-type: none"> • moderate orders; • view statistics on orders; • adjust the terms of orders and coordinate them with customers.
Supplier content manager	The content manager of the supplier can create, modify and normalize new or current product content.
Sales Representative	In his personal account, a sales representative (or agent) of a supplier can create orders at a meeting with a client or during a sale, using personal conditions, prices, discounts.
User moderator	In this account, the assigned employee can moderate new clients, manage accounts, change passwords, etc. During the moderation process, you can choose the appropriate scenario for working with new users, for example, confirm or deny access to a particular account.
System Administrator	In his office, the system administrator can fully configure the system and manage its functionality.

Product catalogs

The system supports the possibility of forming and maintaining catalogs of goods, reflecting the balance of goods in the catalog, exporting data to external systems.

Functional	Description of functionality
Types of catalogs	It supports 3 main types of catalogs and one additional type of catalog for the tire industry.
Card Product	The card displays basic product information and product images. It supports the possibility of placing an order and concluding a transaction, as in an online store.
Product Builder Templates	It is possible to create templates with a list of properties for a better description of products in a specific product category. Then, when adding products manually, the system displays a list of required properties for this product category.
Modifications in the product card	The system allows you to view information about changes to the product card.
Export content from the customer's account	The customer can create any list of products and export it in XLS, CSV or YML format (active updated link).
Displaying reserves in the catalog	In the catalog, opposite each item, the balance in the warehouse is displayed, and if the "Reserves" module is enabled, next to the balance, the number of items in the reserve, reserved by data and / or other customers, will be displayed.
Residue indication	The ability to display balances as an indicator is supported. At the same time, the supplier can visually assess the total amount of leftovers, and when hovering over the indicator, see the exact number of remaining units of goods.

Pricing

The system allows you to fully personalize price conditions, set up [discounts](#) and [markups](#) based on the product range segment, products, order amount, quantity of products, and other conditions.

Functional	Description of functionality
Personalization of price conditions for a contract or sales organization	In the catalog, product card and basket, prices are displayed according to the client's agreement, his discounts and other conditions.
Set up discounts based on assortment, order type, and other conditions	The discount module allows you to set up discounts and link them to a legal entity, contract, product segment, products, warehouses, order amount, and product quantity.
Setting up discounts in the supplier's office	It is possible to set up almost all types of discounts in the account of the supplier, sales manager or sales representative.
Setting up discounts in the administrator's office	The setting is performed by the administrator and allows you to set a markup for a product or category.

Deals/orders

This functionality allows you to create orders, set up stages of business processes, assign persons responsible for various stages, conduct multi-stage transactions with various payment options, print and import various accompanying documents for orders and transactions.

Functional	Description of functionality
Orders	Allows you to order goods in the catalog, taking into account the personal price conditions of the client. You can also create a new order and add goods to it, similar to ERP, or reserve goods in 1C. For orders, payment terms are set up, orders are moderated during processing. For each position of the order, discounts, the percentage of shipment and configuration, comments, delivery and shipment dates, and so on are displayed.
Multi-stage deals	The system supports transactions in several stages with different payment options and separation of the roles of the participants in the transaction (controllers, customers, suppliers). The main typical stages of the transaction: <ul style="list-style-type: none">• agreement on the terms of the transaction;• agreement of contracts;• control of the stages of the transaction.
Order drafts	It is possible to create draft orders in the context of contracts, legal entities of customers, sales organizations and distribution channels. Drafts can be saved, edited, and an order can be created from a draft.

Printing Documents	The system allows you to print invoices, TTN, Torg-12 invoices, reconciliation certificates and other documents using the functionality of the built-in document designer. Reconciliation acts are requested through ERP and are received ready-made. Similarly, invoices, certificates and other documents from ERP are imported.
Procurement plan management*	A section of the customer's account where you can create a procurement plan by uploading a file or entering it manually. This section allows you to create a production plan based on the collected statistics.
Affiliate section	Knowledge base on orders, communications and communication history.
Production and supply of goods on order	A separate type of goods order for production or delivery on order.
Consignees	Used to load previously specified delivery details. That is, in the Consignees section, you can set a "template" indicating the details of the delivery of the goods. When placing an order, in the Consignees section, you can select a previously created "template" with details. It may be relevant in the case of long-term cooperation with the supplier.

Procurement

The system supports the [automation of procurement](#) based on the created applications, both by searching and selecting relevant offers of goods or services in its own database, and by conducting electronic auctions in accordance with Federal Law 223/495.

Functional	Description of functionality
Automated selection of product offers*	Automatic search for suppliers and goods/services based on an application created by the customer. Selected suppliers receive a notification in their personal account and can respond to the request in any form or provide goods from their catalog. Based on the proposals received, the customer can make a deal.
Product Matching	Provides comparison of product offers of suppliers with cards and product categories (Product Matching).
Conducting electronic trading in accordance with the Federal Law (223, 495)	Allows you to conduct electronic trading in accordance with the Federal Law (223, 495, non-procedural purchases), including auctions, request for proposals, debt portfolios.

Order routing

Allows you to configure [order routing](#) based on regions, postcodes, supplier cities.

Functional	Description of functionality
Search for goods and suppliers by price and location.	Algorithm for searching for goods and suppliers, configured in the administrator's office, by price and location. The search is carried out on the basis of an order created or loaded from a third-party system.

Claims

The possibility of automated processing of customer complaints is provided.

Functional	Description of functionality
Work with claims	Receiving complaints requests from customers (customers or suppliers), the ability to filter complaints, create applications, attach documents and track the status of the application. The possibility of communication in a chat with the manager on the application is provided.

Marketing

This functionality allows you to place banners in the counterparty's personal account, promote analogues, related and recommended products, track the popularity of products, conduct promotions and send promotional offers to customers by e-mail.

Functional	Description of functionality
Banners in your account	Display of advertising banners in the personal account of the counterparty and in the store.
Featured Products	Placement of widgets of recommended products in the product card.

Displaying brand logos in the catalog	A widget that displays brand logos on the homepage for an unauthorized user.
Sales performance analysis	The sales indicators analysis tab in the customer and supplier accounts displays statistics of orders, contact views with the possibility of ordering the services of a trading platform (raising goods to the top, a personal online store and a supplier's promo page).
Promotions	List of promotions in the customer's office, downloaded from ERP or created manually in the administrator's office.
Client classes	Classification of customers, allowing you to set discount levels and the required turnover to move to a higher level.
Bonus accounts	For each participant in the system (contractor, supplier), a personal account is created, which can be replenished and used to pay for goods or services. Bonuses within the framework of loyalty programs will also be credited to these accounts.
Email marketing	Mailings to the client base, including the formation of special samples, setting up a sending schedule, creating letter templates and sending tracking.
Monitoring and managing abandoned carts	Monitoring the appearance of abandoned carts and sending notifications to vendor managers for prompt response.
Informing about the receipt of goods at the warehouse	Sending notifications about the receipt of certain goods in the warehouse for interested customers.

Communications and online chat

This functionality allows you to use feedback forms, contact forms with a personal manager, interact with customers and managers in an online chat, leave comments on products and orders, conduct polls, votes, and more.

Functional	Description of functionality
Feedback form	Creation of any types of feedback forms.
Form of contact with a personal manager	Creation of forms for communication with a personal manager.
Online chat	In the online chat, the counterparty can interact with his manager, send him files or screenshots. Automatic translation of correspondence in different languages using Bing translator is possible.
Comments on products or orders	Possibility to comment on goods or orders.

Notifications

The system supports e-mail and SMS notifications when various predefined events occur in the system, as well as when using two-factor authorization and enabling the option of SMS informing about orders.

Functional	Description of functionality
Email Notifications	The system has built-in email templates for various events. Currently, email notifications are used for approximately 30 events in the system. The templates used can be modified, other templates can be inserted, content can be changed, and so on.
SMS notifications upon authorization	During authorization, after entering the correct login and password, an SMS is sent to the user's phone number with a code that must be entered to enter the site.
SMS notifications about orders	It is possible to enable the SMS notification option in the supplier's administrator's office to send SMS notifications to the order manager. In accordance with the settings, the manager will receive a message about the order. The administrator can set up notifications by e-mail, SMS, or choose both options at the same time.

Search engines

The system supports two mechanisms for searching for goods in the catalog: parameterized and intelligent search for goods.

Functional	Description of functionality
Parameterized Search	Search by product characteristics (for example, search by product color and size). The list of characteristics and types of widgets used are configured in the administrator's office.

Smart search	Text search using semantic search by analogy with the Yandex search engine (using the ElasticSearch search engine). This search allows you to find products by their name, article number, name of characteristics (parameters) and text in the product description. The search is performed even if there are small typos and changing word endings. The smart search engine learns and allows you to set up synonyms for complex queries.
Image search	Search in the product catalog on the Agora portal by uploading an image.

Information management in the system

The ability to manage information in the system is supported, similar to managing content on websites.

Functional	Description of functionality
Logo and favicon	Customization of the customer's logo displayed in the accounts, on the registration and authorization forms.
Creating pages with text and media content	Creating content pages in the site manager's office, adding media content (images, videos, maps, etc.), documents, Google Analytics and Yandex Metrika data. It is possible to change the color scheme of the system and the public part, edit email templates, site header and footer, and more.
Setting up the header and footer	Setting the parameters and composition of the header and footer of the system allows you to change the appearance of the system according to the brand book.
Interface color and style builder	Allows you to customize the color scheme of the system interface elements, fonts, etc. according to the brand book.
Map of partners	Displaying a list of counterparties on a Google map based on customers registered in the system.
Articles/blogs	The usual functionality of articles and blogs, by analogy with other information management systems on websites.
SEO tools	Setting up tools for SEO-promotion of public pages of the counterparty system.
Widget «Application for a call»	The widget is built into landing pages and allows you to direct calls to the account and to the manager's mail.
Widget «Our clients»	Widget for the main page, shows the clients selected in the administrator's office.
Widget «Featured Items»	Widget for the main page, shows products with a high rating or products marked in the administrator's office.
Widget «News»	Designed for publishing news in the «News» section in the personal account and on the main page of the user's website.
Widget «Promotions»	News about promotions and discounts on products, allows you to switch to a list of promotional products from the news.
Widgets «Articles»	List of articles on the main page with the ability to view.
Widget «Customer Testimonials»	Displays a list of reviews created in the administrator's office.

Reviews and ratings

A system for generating ratings and reviews about a company or product.

Functional	Description of functionality
Ratings and reviews about a company or product	Linking ratings and reviews to companies and products. Issuance of goods and ranking of suppliers based on ratings is possible.

Financial module

Using this functionality, it is possible to view financial indicators (accounts receivable, credit limit, personal price list, financial documents, reserve limit, etc.), including the formation of a reconciliation act for mutual settlements.

Functional	Description of functionality
Financial indicators	View financial figures within a sales organization or contract (accounts receivable, credit limit, personal price list, financial documents, reserve limit, etc.).
Formation of acts of reconciliation	Allows you to select a period, a contract and receive a generated reconciliation act for mutual settlements.

Payment systems

The portal performs the functions of a payment module for B2C, including payment using bank cards, electronic wallets and mobile payments.

Functional	Description of functionality
Setting up the payment systems used	Allows you to connect various payment gateways (Yandex, QIWI, PayMaster, MoyaKassa, Robokassa and others) for payment in the electronic store and inside the client's cabinet.

Virtual wallet

For each company or individual, a personal wallet is used, with which you can pay for goods or services in the system, as well as accumulate bonuses on it as part of referral programs.

Functional	Description of functionality
Internal virtual account /electronic wallet	It is possible to replenish an electronic wallet and pay for goods or services from it. You can also accumulate bonuses on referral programs on a virtual account.

Electronic document management

The functionality of electronic document management (EDF) allows you to sign documents on transactions using a qualified and unqualified electronic signature (ES), and integration with EDI providers provides the ability to exchange documents with counterparties. In addition, the possibility of creating orders in the EDI format is supported.

Functional	Description of functionality
Electronic document flow using ES*	<ul style="list-style-type: none">• Electronic document management through providers (Kontur, Astral, etc.) using a qualified electronic signature allows counterparties to exchange documents within transactions.• Electronic document management through the Agora provider using an unqualified electronic signature allows you to sign transaction documents (contracts, invoices, etc.) and exchange them with counterparties through integration with electronic document management providers.
Approval of transaction documents *	Coordination of documents within the framework of transactions and any others. When documents are approved, a request for approval is generated, it is possible to make adjustments and monitor the status of a particular document by counterparties.
Integration with EDI*	The EDI module (support for the EDI-AdHoc protocol API) provides the ability to create orders in the system in the EDI format.

Analytics

This functionality allows you to receive reports on customer orders, user activity, product sales and user actions.

Functional	Description of functionality
Analytics	Selection in the form of a report on orders in the context of counterparties, dates of creation, modification, adjustments, amounts, etc.
User activity reports	Report on the actions of administrative users (what contacts, products and companies the user viewed, what actions he did, login history, IP addresses, etc.).

Services

The system provides the ability to sell the services of a supplier/marketplace in the «Services» section.

Functional	Description of functionality
Sale of services in the «Services» section	The Marketplace provides advertising and other services to members. This functionality allows participants to use the services of the site.

Data import

Loading data (products, balances and prices) from files in YML, XLS format, as well as manually.

The system supports several ways to load goods (as well as their prices, stock quantities, descriptions and other characteristics of goods).

Functional	Description of functionality
Loading data manually	This feature is useful for adding one or more products.
Import data from YML	Import of goods, prices, quantity of remaining goods in stock, characteristics of goods from files in YML format.
Import data from XLS	Import data in design mode from XLS files. Possible options for downloading files: downloading a file from a local disk, from a URL link to a file, and from email. Supports downloading manually or automatically according to a schedule.

Data export

The export functionality allows contractors to upload a list and data about goods from the catalog to XLS, YML, CSV formats, as well as directly to trading platforms such as AliExpress, eBay, Amazon and Yandex.Market.

Functional	Description of functionality
Export of goods in XLS, YML, CSV format	There are 3 ways to export product lists in XLS, YML, CSV formats to an online store. You can also create a unique matrix of products by adding them from the catalog.
Export manager???	Provides the ability to upload goods to trading platforms, such as the international platforms AliExpress, eBay, Amazon and the Yandex.Market platform.

Integration with ERP

Provides the ability to integrate the AGORA system with ERP systems such as 1C (8.X, 7.7, ERP 2.X, AlfaAvto, UNF, etc.), MySklad, Class365, FOLIO, Galaxy, Microsoft Navision / Axapta, SAP R3 and others.

Functional	Description of functionality
1C (8.X, 7.7, ERP 2.X, AlfaAvto, UNF, etc.)	Two-way integration with 1C of all versions (7.7, 8.X, ERP) using the AGORA protocol and the Commerce ML protocol Two-way data exchange is carried out in asynchronous mode, the exchange of all ERP business objects is supported: products, categories, properties, prices, discounts, units of measure, currencies, warehouses, documents, contractors, contracts, sales organizations, contractor managers, etc. The possibility of fast sending is supported by using a SOAP service on the ERP side. An exchange is provided by direct contact from the ERP.
MySklad, Class365	Integration with MySklad, Class365 using the CommerceML protocol.
FOLIO, Galaxy	Integration with FOLIO, Galaxy using linear text files.
Microsoft Navision/Axapta	Integration with Microsoft Navision/Axapta.
SAP R3	Integration with SAP via IDOC protocol.

Integration with transport companies API

Integration with the API of transport companies is supported, including CDEK and CATAPULTO.

Functional	Description of functionality
Shipping cost calculation	Integration with the API of transport companies CDEK and CATAPULTO with the ability to automatically calculate the cost of delivery in the basket using a calculator.
Logistics manager's office	Automated processing of orders for delivery in the manager's office.

Integration with CRM-systems

It supports the ability to integrate the system with such CRM systems as Bitrix-24, AmoCRM, SAP Cloud for Customer (C4C), as well as personal integration with any CRM systems of customers.

Integration with third-party services

The system has a programming interface (API) that allows you to integrate with any third-party services and mobile applications.

Functional	Description of functionality
Integration via API*	External API (REST API) provides the ability to export / import data, integrate with third-party services and cross-authorize in other systems. When this API is enabled in the system, its description is generated automatically.

Reference books

The use of directories allows you to automate data entry and check the correctness of the entered data.

Directory groups	Reference books
Settlements	Countries, cities, regions, regions of Russia.
Addresses (KLADR)	Database of regions, regions, cities, streets, houses and indexes.
Auto	Tires, wheels, vehicles, including configurations and applicability of tires and wheels.

Mobile version

To work with the system, you can use the mobile version with an interface adapted for mobile devices.

Functional	Description of functionality
Mobile version of the system	The system interfaces are adapted for mobile devices. Users can use the system from mobile devices, similar to mobile applications.

System localization

[Localization of the system](#) into other languages (Russian, Ukrainian, English, Spanish, Chinese) is supported, including localization of the interface, printed forms, translation of information content and online chat messages.

Functional	Description of functionality
Localization of the system interface and printed forms	The system interface is translated into 5 languages (Russian, Ukrainian, English, Spanish, Chinese). The system can automatically translate products and categories when product content is added by suppliers from different countries.
Automated translation of product/service descriptions, classifier, news, etc.	Automated translation of product/service descriptions, category classifier, news and articles is supported using automated translators via the API, such as Bing, Google Translate.
Translation of messages in online chat	Automated translation of messages in online chat using automated translators.

Home page constructor

The ability to flexibly customize the appearance of the main page of the project

Functional	Description of functionality
Home page customization	All blocks displayed on the main page can be individually configured. In total there are 9 different blocks that can be added and flexibly configured. The main page is fully adapted for both desktop and mobile versions, that is, it will be convenient to open it from any device.
Website footer customization	The footer is displayed at the bottom on all pages of user accounts. It usually contains contact details, useful links to sections of the platform, and links to social networks. All these data can be flexibly configured

SRM

SRM is a supplier relationship management system.

Functional	Description of functionality
SRM system	A system that allows buyers to create contracts based on bargaining. It makes it possible to conclude a contract and form a specification from the bidding procedure immediately after choosing a winner, sign documents using an EDS and place orders for traded products. Works with all types of trades available to buyers, including rebidding.
Purchasing management	Purchase control by limiting the use of the budget for individual users.

PIM

The product moderation functionality allows you to check the correctness of the goods uploaded by the supplier before they appear in the buyer's catalog.

Functional	Description of functionality
Products moderation	Allows you to check the correctness of the products loaded by the supplier before they appear in the buyer's catalog. If the product does not meet the requirements of the platform, the responsible assortment manager can remove the product from publication or send it back for revision. If the product card is filled out correctly, it passes moderation, and the product becomes available for order.

*To connect, contact [Agora sales department](#).

Agora offers a suite of web-based sales and purchasing applications that are best in class and allow company management to manage all the processes of wholesale and retail sales. Agora includes B2C, B2B e-commerce, and powerful digital content discovery and management tools.