



LilyPad Vortex

B2B ORDERING PORTAL

Customer storefront
wired to your ERP

BUILT FOR B2B

ERP-INTEGRATED

ANY DEVICE

Let your customers order themselves.

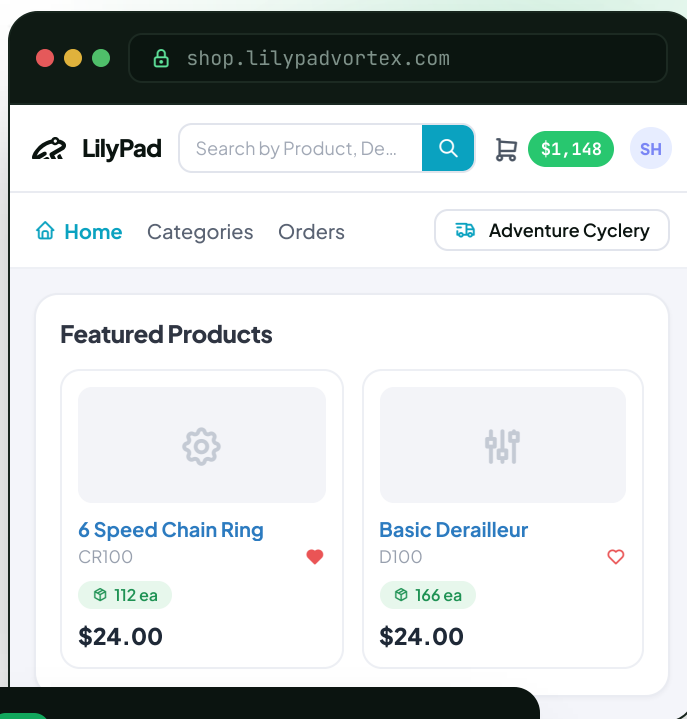
A customized digital storefront wired straight into your ERP — customers and reps browse live stock, see their own pricing, and place orders. No phone calls, no re-keying, no errors.

SPOTLIGHT • THE STOREFRONT

The first sales portal built for real B2B.

Not a stripped-down B2C tool — built from the ground up for how B2B sells today. Perfect for route sales, trade shows, and 3PL operations.

- ✓ Customer portals in seconds — branded per account.
- ✓ Direct rep order entry from the field.
- ✓ Real-time, customer-specific pricing.
- ✓ Highlight featured & sale items on the home page.
- ✓ Category navigation with full-color images.
- ✓ ERP-based payments, credit & signature capture.



Order SO-10142 placed

Adventure Cyclery • 3 line items

Synced to your ERP with **live pricing** — nothing to re-key.

Everything your buyers & reps can do



Storefront & UI

TRUE B2B SHOPPING EXPERIENCE

- ✓ Easy-to-use design & layout
- ✓ Customizable home page
- ✓ "Featured Items" slider
- ✓ Full-color images — up to 5 per product
- ✓ Multi-level categories
- ✓ Favorites lists & quick reorder
- ✓ "Item now in stock" email alerts
- ✓ Mobile-device friendly

Order Creation & Editing

- ✓ Create, save & edit sales orders
- ✓ Duplicate existing orders
- ✓ Customer & vendor PO #
- ✓ Line-item notes
- ✓ % discount per line or per order
- ✓ Price override
- ✓ Scan barcodes for product lines

ERP Integration

2-WAY API

- ✓ Two-way API with your software
- ✓ Submit orders to your system
- ✓ Export to .csv & email PDF
- ✓ Immediate or batch export
- ✓ Order status synced back
- ✓ Show sales orders & estimates
- ✓ Pricing rules from your system

Payments & Logistics

- ✓ Accept payments & Payhub
- ✓ Require payment by type or for all
- ✓ UPS rates & tax from your software
- ✓ Custom shipping chart rates
- ✓ Show credit limit
- ✓ Account status — hold / open to buy
- ✓ Back-order control

Users & Access

- ✓ User login creation
- ✓ Customer login & 2FA
- ✓ Manager view & admin panel
- ✓ Customer & salesperson categories
- ✓ Redirect after log-in
- ✓ Company & per-user logos
- ✓ Controlled catalog access

3PL & Fulfillment

OPTIONAL ADD-ON

- ✓ 3PL auto-billing
- ✓ Drop-ship & credit-return orders
- ✓ Require or quick-ship orders
- ✓ Signature capture
- ✓ Public & private memo notes
- ✓ Reports & inventory look-up

A DAY OF SELLING — BEFORE & AFTER

Orders that don't wait for business hours

A customer needs to reorder at 9pm.

● TODAY

They call or email — someone re-keys the order the next morning and hopes the quantities are right.

● WITH VORTEX

They log in, see live stock and their pricing, and submit. It lands in your ERP instantly.

Reps who sell from the trade-show floor

A rep is taking orders at a booth.

● TODAY

Paper order pads get typed up later — slow, and mistakes creep in.

● WITH VORTEX

Pull up the customer's catalog and pricing, add items, submit on the spot from any device.

3PL billing without the spreadsheet

Month-end storage & handling billing is due.

● TODAY

Storage, handling and fulfillment charges get tallied by hand across clients.

● WITH VORTEX

Four built-in, customizable billing types auto-bill every client — on autopilot.

YOUR ERP STAYS YOUR SYSTEM OF RECORD

Give your customers a storefront they'll actually use.

Fishbowl · Katana · Cin7 — we'll spin up Vortex on your catalog so you can see it live.

[Book a demo](#)
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