

BERNINA COMMERCE CONNECTION

Why Your Dealership Belongs on BCC

BCC

A platform built exclusively for BERNINA dealers — fully connected, zero busywork,
built to grow with you.

Powered by Indition

THE PLATFORM

Not just a website builder. A platform built only for BERNINA dealers.

Runs on the same Indition platform powering shop.berninausa.com. Integrated with BERNINA's Navision ERP — products, pricing, and promotions sync automatically.

Zero Busywork

BERNINA products, pricing & national promos sync automatically.
No catalog upkeep.

One Connected System

Store, POS, inventory, service, marketing and CRM share one source of truth.

Brand Done Right

Consistent, professional BERNINA presentation everywhere your customers shop.

One Register, Running Off Your Live Store Data

A browser-based POS using the same products, customers and inventory already in your admin. No double-entry, no nightly sync.

1

Source of truth

0

Drift web vs in-store

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Cashier stations

- **Fractional fabric** — sell by the yard, half- or quarter-yard; tax prorates correctly.
- **Serialized machines** — scanning prompts for serial, marks it sold, reverts on return.
- **Stripe Terminal payments** — tap, insert or swipe; saved cards on file for regulars.
- **Returns & exchanges** — partial or full refunds; even-trade, upgrade and downgrade flows.
- **Hold & recall**, cash drawer, X/Z reports and quick keys.

Every in-store sale debits stock instantly — the same on-hand number your website sees. Zero extra training.

Every Repair and Warranty in One Dashboard

Replace clipboards and spreadsheets with an integrated service desk — work orders, technician notes, warranty claims and invoicing, all linked to the customer record.

Paperless Work Orders

Unlimited repair tickets with statuses, technician time tracking and full service history per machine.

Smart Warranty Integration

Standard & extended warranties auto-linked to repairs and purchase dates on eligible products.

Customer-Facing Requests

Branded online repair form plus a public tracking link, with email & SMS status updates.

Invoicing & Reporting

Parts-and-labor draft orders, service-revenue tracking, and repair-trend reporting.

Real-Time Stock Across Every Channel

A dedicated inventory module — warehouses, locations, purchasing, receiving, transfers, cycle counts and serial tracking — with a staged rollout instead of a forced migration.

Always Synced

Update a product once and stock syncs to every channel; low-stock alerts on popular items.

Purchasing & Receiving

Purchase orders with vendor recommendations, approvals, partial receiving and barcode worksheets.

Transfers & Cycle Counts

Move stock between locations with carrier tracking; location counts with variance posting.

Valuation & Planning

Stock value, vendor value, and reorder planning by min/max, lead time and safety stock.

More Revenue, More Conversations

Gift Cards

- Branded gift-card designer with holiday & occasion templates
- Apple Wallet & Google Wallet passes customers carry on their phone
- Issued-card ledger and a liability report for clean accounting
- Secure by design — cryptographic codes
- Coming to POS as a tender — redeem at the register

Online Chat

- Live chat on your storefront to capture and convert visitors
- Dealer-managed — your own team answers questions directly
- Or fully handled by live Indition agents when you'd rather not staff it
- Flexible — turn it on, hand it off, or switch as the season demands

Fresh, SEO-Ready Content — On Autopilot

Generate optimized blog posts, images and social cards from a single prompt, keeping your site active and search-friendly with almost no effort.

AI Post Generation

One prompt produces the article, excerpt, SEO metadata and social cards — plus an AI review-and-rewrite pass.

AI Image Generation

On-brand featured images created right in the editor; no stock-photo hunting required.

Mass Create via AI

Batch-generate a whole content calendar from a multi-row screen with shared defaults.

Author Profiles & Control

Real author profiles, Twitter/X cards, approval workflows and AI cost tracking.

Turn Visitors into Loyal, Repeat Customers

Hands-free campaigns at every stage of the customer journey — BERNINA monthly promotional emails automatically installed, smart segmentation and reporting built in. No third-party apps.

01

Attract

Auto-adjusting ads on Meta & Google



02

Engage

Triggers on product views & wishlists



03

Convert

Abandoned-cart reminders & offers



04

Retain

Reviews, cross-sell & event invites

Smart Segmentation

Auto-segment by interest, history and engagement — personalized messaging, no manual tagging.

One Dashboard, Real ROI

Customer, order and campaign data in one place: open rates, click-through, retention.

Every Dealer Pain Point — Solved

"My register and website never match."

POS + INVENTORY

One source of truth — every sale updates stock everywhere, instantly.

"Repairs run on paper and sticky notes."

WARRANTY & SERVICE

Paperless work orders, warranty claims and customer status updates.

"I want more revenue with little effort."

GIFT CARDS

New gift-card revenue stream, redeemable on phones via Apple & Google Wallet.

"I have no time to market."

MARKETING + AI BLOG

Automated campaigns and AI-written, SEO-ready posts that bring customers back.

"I can't keep up with website chats."

ONLINE CHAT

Dealer-managed, or hand it to live Indition agents.

"Switching platforms sounds painful."

THE PLATFORM

Auto BERNINA sync, ERP integration, no SEO loss, concierge onboarding support.

BERNINA COMMERCE CONNECTION

Ready to grow your dealership?

BCC is the only platform built exclusively for BERNINA dealers — fully integrated, always in sync, backed by Indition's dedicated support team.

Contact your BERNINA sales representative to get started.