

Choosing Between Services Pages and ERP Product Pages

August 25, 2026

Recognizing Whether You Need Services or ERP Products

When you browse Sherkey ERP & Website Platform, you will usually reach one of two paths: **business services pages** or **ERP product pages**. Knowing which path you are on helps you focus on the right questions and avoid comparing the wrong things.

Business services pages are for visitors asking, “**Can this team help my business plan, launch, improve, or support a project?**” These pages usually speak about help delivered by people. You may see content about implementation, customization, integration, training, support, accounting help, company setup guidance, or consulting. The calls to action on these pages often point toward a **consultation**, **contact request**, or a project discussion.

ERP product pages are for visitors asking, “**Can this ERP handle the way my business works?**” These pages focus on the software itself. You are more likely to see module descriptions, workflow explanations, business use cases, feature comparisons, and pages for areas such as **Accounting**, **Sales & CRM**, **HR**, **Purchasing**, and **Reporting**. The calls to action here usually support evaluation, such as **Request Demo**, **Start Trial**, or moving deeper into app and module details.

A quick way to tell the difference is to look at what the page is trying to prove:

- If the page is proving **team expertise and delivery support**, you are on a services path.
- If the page is proving **software capability and module fit**, you are on an ERP product path.

[SCREENSHOT: Public page showing a service-focused call to action beside an ERP product-focused call to action]

If you already reviewed buyer movement across the site in [Understanding Website and ERP Buyer Journeys](#), use this guide as the next filter: decide whether you need to evaluate the provider, the product, or both at the same time.

Exploring What Business Services Pages Help You Do

Business services pages in Sherkety ERP & Website Platform help you evaluate **how Sherkety can work with your business**, not just what the software can do. These pages are useful when your main concern is delivery, guidance, rollout support, or expert help around a project.

On these pages, expect content that explains the service relationship. You may find information about **ERP implementation, customization, integration, training, support**, accounting-related services, startup support, or business process guidance. Instead of long feature breakdowns, the page usually emphasizes things like project approach, expected outcomes, business value, and the kind of help available before, during, and after launch.

These pages are especially useful when you want to answer questions like:

- Can this team guide our rollout?
- Do they offer training and ongoing support?
- Can they adapt the solution to our business needs?
- Do they understand our type of company or growth stage?

Stay in the services area when your priority is choosing a partner rather than choosing a module. This is often the right path if you already know you need outside help, if your project includes change management, or if you are comparing consulting and implementation support between providers.

Services pages are also a better fit when your situation is broader than software selection. For example, if you need help with setup planning, migration support, process redesign, or operational advice, these pages will usually be more useful than a feature catalog.

What services pages do **not** usually answer in depth is detailed module fit. They are not the best place to decide whether a specific workflow in **HR, Sales & CRM**, or **Reporting** matches your exact requirements. For that, move into the ERP product pages and compare the software itself.

Exploring What ERP Product Pages Help You Do

ERP product pages in Sherkety ERP & Website Platform help you evaluate the software directly. These pages are designed for visitors who need to know whether the ERP can support their daily work, departments, and business processes.

On product pages, you should expect to see software-focused information such as:

- What business areas are covered
- Which modules are available
- What workflows the ERP supports
- What problems the software is meant to solve
- How different app areas connect together

You may move through pages such as **ERP System**, the **ERP Apps Catalog**, or module pages for **Accounting**, **Sales & CRM**, **HR**, **Purchasing**, and **Reporting**. These pages are where you validate product fit. If you are comparing systems, checking must-have capabilities, or narrowing down options, this is the right area to stay in.

Look for details related to:

- finance and accounting workflows
- inventory or purchasing support
- sales pipeline and customer management
- employee and HR processes
- reporting, dashboards, and analytics
- automation and connected business workflows

These pages are best when your main question is, “**Does this ERP cover what my business needs?**” They help you compare capabilities, understand use cases, and decide whether a demo or deeper product conversation makes sense.

Product pages may also guide you toward the next evaluation step. A page focused on software fit often leads into **demo requests**, **feature exploration**, app-specific reading, or pricing discussions tied to the ERP offering. If you want to understand the software journey in more detail, continue with related product-focused reading such as [Using ERP System Landing Pages to Evaluate Offerings](#) or [Evaluating ERP Modules From Catalog to Detail Pages](#).

Choosing the Right Path Based on What You Need Right Now

The easiest way to choose between services pages and ERP product pages is to match the page type to your current goal. In Sherkety ERP & Website Platform, the

right destination depends less on your industry and more on the question you need answered next.

Use this table as a quick guide:

If you need to...	Go to...	Why
confirm whether the ERP supports your workflows	ERP product pages	These pages explain modules, capabilities, and business use cases
compare implementation, training, or support help	Services pages	These pages show delivery approach and provider fit
evaluate both software and rollout help	Both areas	You need product fit and delivery confidence together
rescue or improve a troubled rollout	Services pages first	Your immediate need is expert help, planning, and support
replace an older business tool	ERP product pages first	Start by checking module and workflow coverage
extend an existing ERP with added help	Services pages and relevant product pages	You may need both specialist support and module details

Your buying stage also matters:

- **Early research:** start with ERP product pages to see if the software belongs on your shortlist.
- **Partner comparison:** spend more time on services pages to judge implementation and support strength.
- **Active project planning:** review both areas together so you can compare software fit with delivery readiness.

A practical path often looks like this: begin on an ERP page such as **Accounting**, **HR**, or **Sales & CRM** to confirm fit, then move to service-focused content to understand rollout, customization, and support options. If you arrived from a marketing page and are unsure where to go next, use the page's main button as a clue. **Request Demo** usually means product evaluation. **Contact**, **Consultation**, or similar inquiry actions usually mean service discussion.

Using Both Page Types Together During Evaluation

Many visitors should not choose one path and ignore the other. In Sherkety ERP & Website Platform, the strongest evaluation usually comes from using ERP product pages and services pages together.

Start with ERP product pages when you need to confirm that the software supports your core operations. Review the pages for the departments that matter most to you, such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, or **Reporting**. As you read, focus on whether the ERP appears to cover your must-have processes, not just whether the page sounds impressive.

After that, move to services pages to answer the delivery questions the product pages do not fully cover. This is where you assess whether Sherkety can help with implementation, customization, integration, training, migration planning, or ongoing support. Product fit tells you whether the ERP is suitable. Service fit tells you whether the rollout is likely to succeed in your business.

A useful way to compare both areas is to pair one product question with one delivery question:

- **Does the module cover our process?** paired with **Can the team implement it well?**
- **Does reporting meet our needs?** paired with **Can they configure it for our business?**
- **Does the ERP support our departments?** paired with **Can they train our staff and support adoption?**

Use page actions intentionally:

- Choose **Request Demo** when you want to validate software fit.
- Choose a consultation or contact-focused action when you need to discuss scope, timeline, migration, support, or rollout planning.

[SCREENSHOT: Visitor moving from an ERP module page to a service-focused page before submitting an inquiry]

This combined approach is especially useful for buyers selecting both a product and a delivery partner in the same decision.

Avoiding Common Mistakes When Deciding Where to Go

A common mistake is trying to answer every buying question from only one type of page. In Sherkety ERP & Website Platform, services pages and ERP product pages support different decisions. If you use only one path, you may miss information that matters later.

Do not rely on services pages alone to judge software capability. A services page may explain implementation help, training, or support very well, but that does not mean it will answer detailed questions about module coverage, workflow support, reporting depth, or how a specific business area is handled. If you need to know whether the ERP fits your operations, move to the product pages.

Do not rely on product pages alone to judge delivery readiness. A strong module page can show features, use cases, and business value, but it may not explain how the rollout will be planned, how users will be trained, what support is available after go-live, or how customization and integration work in practice. If your decision includes project execution, review the services path too.

Another mistake is assuming one path replaces the other. If you are choosing software **and** a partner, you need both views:

- product pages for capability and fit
- services pages for implementation and support confidence

The page's main action button is often the clearest clue. Product-focused pages usually lead you toward **demo**, **trial**, or deeper feature review. Service-focused pages usually lead you toward **consultation**, **contact**, or project discussion. When you are unsure, follow the action that matches your immediate question rather than the one that appears first on the page.

Overview

Use this guide when you are unsure whether to spend your time on **business services pages** or **ERP product pages** inside Sherkety ERP & Website Platform. Both page types are valuable, but they help with different decisions.

The main distinction is simple:

- **Services pages** help you evaluate Sherkety as a delivery partner.
- **ERP product pages** help you evaluate the ERP as a software solution.

Choose services pages when your focus is on implementation help, customization, integration, training, support, accounting guidance, or project delivery. Choose ERP product pages when your focus is on module fit, workflows, business capabilities, and whether the software can support your departments.

If your decision includes both selecting software and planning rollout support, use both areas together. A practical sequence is:

1. Review ERP product pages to confirm capability.
2. Review services pages to assess delivery and support.
3. Use the page action that matches your next step, such as a demo for software validation or a consultation for project planning.

This guide works best alongside related reading such as [Choosing Between Business Services and ERP Products](#), [Comparing Website and ERP Package Options](#), and [Understanding Website and ERP Buyer Journeys](#).

[SCREENSHOT: Side-by-side example of a service-focused page and an ERP product-focused page]

If you are ready to move from evaluation into action, the next document is [Using Public Page Actions to Request Information](#).

Prerequisites

Before using this guide, it helps to have already browsed a few public pages in Sherkey ERP & Website Platform so you can recognize the difference between a marketing page, a service page, and an ERP product page.

You do not need an account or admin access. This guide is meant for public visitors using the website navigation, page links, and call-to-action buttons.

You will get the most value from this guide if you have already done at least some of the following:

- visited the homepage and main navigation
- opened one or more services-related pages
- opened one or more ERP-related pages such as **ERP System** or an app page like **Accounting, HR, Sales & CRM, Purchasing, or Reporting**
- noticed the difference between actions such as **Request Demo** and contact or consultation-focused actions

Helpful background reading includes:

- [Navigating Public Pages and Entry Points](#)
- [Understanding Public Page Layouts and Visitor Actions](#)
- [Using Public Calls to Action and Conversion Paths](#)
- [Discovering ERP Products and Packages](#)

If you are still at the stage of learning how public visitors move through the site, review [Browsing the Sherkety Public Website](#) first. If you already know the general journey and now need to decide where to focus your evaluation, you can continue directly with this guide and then move on to [Using Public Page Actions to Request Information](#).