

Shopify B2B Connector

For blended and dedicated B2B storefronts

Scale your ecommerce business on the Shopify platform with back-office automation for item management, order fulfillment, and warehouse management. Capture online and offline orders from business and consumer customers, and make them all visible in Shopify.

Entity	Sync Direction	Primary System	Real-Time Import	Real-Time Export	Real-Time Mode	Max. Failed Attempts
Customer	Import	External System	Not Supported	Not Supported	Prepare	5
Company	Bidirectional	External System	Not Supported	Not Supported	Prepare	5
Customer Location	Import	External System	Not Supported	Not Supported	Prepare	5
Stock Item	Export	ERP	Not Supported	Running	Prepare & Process	5
Non-Stock Item	Export	ERP	Not Supported	Running	Prepare & Process	5
Template Item	Export	ERP	Not Supported	Running	Prepare & Process	5
Product Image	Export	ERP	Not Supported	Running	Prepare & Process	5
Product Availability	Export	ERP	Not Supported	Running	Prepare & Process	5

Grow B2B sales and loyalty with Shopify

Acumatica's native integration connects your Shopify store with Acumatica's financials, order management, inventory, warehouse management, and product information — a flexible back office that scales with your company.

Give corporate buyers a frictionless experience

- Invite multiple buyers per company to view customer-specific pricing, purchasing history, and their own payment options.
- Run a blended webstore for B2B and B2C sales, or give B2B customers their own dedicated buying environment.

Manage every order from one place

- Offer stock items, digital items, and variants to customers.
- Manage webstore, phone, and in-person orders in Acumatica, visible to buyers in Shopify.
- Export inventory levels per item and per unit of measure.
- Let buyers save multiple carts to review, edit, or check out later.
- Eliminate duplicate data entry with bidirectional connectivity that automates the hand-off from storefront orders to fulfillment and billing.

Handle returns and exchanges

- Streamline customer returns, exchanges, refunds, and credits, using a complete view of their buying history.

Protect every transaction

- Manage all financial transactions in accordance with industry best practices, including bank-level security and PCI compliance, with administrator-assigned user permissions restricting access to platform data.

Keep every store and catalog in sync

- Connect Acumatica to as many Shopify stores as you operate, and serve B2B and B2C buyers from one blended store or separate storefronts.
- Display product titles, descriptions, categories, images, and per-store inventory, and sync Shopify meta fields for stock items, orders, and customers.

Key business benefits

Have real-time, back-end visibility into your online transactions – financials, sales orders, warehouse, and inventory.

Reduce online risk with credit monitoring capability and place risky orders on hold.

Delight customers with a personalized buying process and support for unique pricing and payment terms.

Connect to as many Shopify stores as you need and capture sales orders from all online and offline channels.

Reconcile full and partial exchanges automatically, with accurate inventory and financial impact.

The Shopify integration is part of Acumatica Retail Edition and available to add to other Acumatica Industry Editions.

Related resources

Omnichannel Greatness

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Retail KPI Metrics

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“It’s robust, it’s flexible, it’s simple. It also has an API so as you need to connect [Shopify] into it, there’s an ability for that as well... To us, that’s what it means to be a connected and digital business.”

– Bryan Papè, Founder and CEO, MiiR

[> CUSTOMER STORIES](#)

Capabilities

Connector overview: how Shopify products, orders, accounts, and payments flow with Acumatica.

B2B BUYING EXPERIENCE

B2B Customer Hierarchy

Let your B2B customers establish multiple buyers on behalf of the company.

B2B Customer Specific Pricing

Set flexible pricing in Acumatica by customer, location, or customer tier, and sync it to your Shopify site.

Product Catalogs

Export only preferred items and customer data to your storefront using filters based on each customer's log-in.

Streamline Checkout

Buyers enter an internal PO number at checkout, captured on the sales order, and see their specific payment terms.

Payment Credit Terms

Map Shopify payment terms to Acumatica credit terms to streamline collection activities between platforms.

Discounts and Promotions

Configure company-specific volume-price-break rules, discounts, or promotions in Acumatica and sync them to Shopify.

Product and Price Visibility

Manage visibility and pricing by customer type or location. You can also control which items sync and which prices to display based on active promotions.

DATA SYNCHRONIZATION

Bidirectional Communication

Transmit data between Shopify and Acumatica as orders are placed. Buyers see all past orders, online or offline, in My Account.

Product Information Sync

Display real-time title, description, category, price, images, inventory per store, and metadata.

Sync with Shopify Meta Fields

Import, export, and filter Shopify meta fields for stock items, orders, and customers.

ORDERS AND STORES

Order Synchronization

Shopify eCommerce and Shopify POS orders are automatically aligned between Shopify and Acumatica.

Create Quotes from Shopify Draft Orders

Import Shopify draft orders into Acumatica as sales quotes.

Synchronize Shipments

Create a separate shipment and tracking number in the online store for each box. Ship small parcels with UPS, FedEx, and USPS through the EasyPost and ShipStation platforms, with LTL freight supported through Acumatica Marketplace apps.

Personalization

Encourage customers to personalize items with engraving, artwork, or other custom additions.

Multiple Shopify Stores

Connect Acumatica to as many Shopify stores as you operate. Manage store data separately or uniformly.

Segment Shopify Stores – or Not

Serve B2B and B2C buyers from one blended store, or build separate storefronts for corporate and consumer customers.

FINANCIALS AND RETURNS

Unified Management of Returns and Fees

Handle returns, refunds, and exchanges in Acumatica. Full and partial exchanges keep the original order reference, with restock and fulfillment updates synced to Shopify.

Default Currency

Import Shopify orders, payments, and refunds in the Shopify default currency or the entity's base currency.

Tax Rate Mapping

Handle multiple tax lines with the same tax ID but different rates using a standardized substitution list.

Reduce Fees with Acumatica Payments

Offer a secure checkout experience by connecting Acumatica Payments directly with your Shopify stores.

ABOUT SHOPIFY

Shopify is a leading global commerce company, providing trusted tools to start, grow, market, and manage a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers everywhere. For more information, please visit www.shopify.com.

ABOUT ACUMATICA

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on [LinkedIn](#).