

Acumatica's Native Integration with B2B on Shopify

Scale your B2B eCommerce business on the Shopify platform with back-office automation for item management, order processing, fulfillment, and inventory management.

Capture online and offline sales orders across channels from your business customers and make them all visible in the B2B on Shopify application. Streamline and automate stock allocations, inventory replenishment, order management, and refunds. Manage the entire customer lifecycle inside Shopify's platform with native connectivity to Acumatica applications.

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 eCommerce stores as you need. Capture sales orders from all online and offline channels.
- The B2B on Shopify integration is built into Acumatica – no additional software to purchase.

Related resources

- Get Ready for Omnichannel Greatness > [LEARN MORE](#)
- Retail KPI Metrics That Merchants Must Track > [LEARN MORE](#)

Boost Sales, Grow Customer Loyalty by Selling Online with B2B on Shopify

Acumatica's native integration with B2B on Shopify integrates your Shopify eCommerce website with Acumatica financials, order management, inventory, warehouse management, and product information, providing a flexible back-office system that grows with your company. Drive exponential revenue with a seamlessly integrated, native, and commerce-enabled ERP platform from Acumatica and Shopify.

Elevate your corporate customers' experience with a frictionless buying experience. Invite multiple buyers per company to purchase goods, see customer-specific pricing, quickly locate their purchasing history, and leverage their individual payment options. Establish a blended Shopify webstore to handle both corporate (B2B) and consumer (B2C) sales within one storefront or give your B2B customers a distinct experience with their own dedicated buying environment.

The Acumatica Retail Edition and B2B on Shopify integration enables merchants to offer standard stock items as well as digital items and products with variants to customers. Manage webstore, phone, and in-person orders all from one place within Acumatica and make them visible to buyers through the Shopify website.

Export inventory levels to Shopify per item and per unit of measure for a superior customer experience. Allow users to create multiple shopping carts for later review, edit, or checkout. Streamline customer returns, refunds, and credits, using a complete view of their buying history. Bi-directional connectivity eliminates duplicate data entry, automating the hand-off from storefront orders to fulfillment and billing.

Manage all financial transactions using industry best practices, including bank-level security and PCI compliance. User-level permissions assigned by the administrator restrict access to platform data.

"It's robust, it's flexible, it's simple, it also has an API so as you need to connect [Shopify, et al] 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 STORY

Real-time Bi-directional Communication

Transmit data bi-directionally between your B2B on Shopify front-end and Acumatica back-office software as orders are placed, and your financials are updated. Give buyers access to past orders of all types (online or offline) within Shopify's My Account area. Allow customers to see history and ordering information on the Shopify platform to simplify repeat sales.

Product Information Sync

Display real-time product information, such as title, description, category, price, images, available inventory levels (per store), and metadata.

Customer Hierarchy

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

Sync with Shopify Meta Fields

Import, export, and filter data synchronization with Shopify Meta Fields including Stock Items, Orders and Customers.

Pricing, Discounts, and Promotions

Establish customer-specific pricing, discounts and promotions in Acumatica and sync to display those prices on the Shopify site.

Export Select Data

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

Synchronize Shipments

During shipment synchronization with Shopify, a separate shipment and tracking number are created in the online store for each box in the shipment.

Streamline Checkout

Allow customers to enter an internal purchase order (PO) number at checkout and show their particular payment term options.

Segment Shopify Stores – or Not

Develop a common (blended) Shopify store to serve both B2B and B2C buyers together, or build separate, dedicated storefronts for corporate and consumer (end-user) customers.

Manage Returns and Refunds

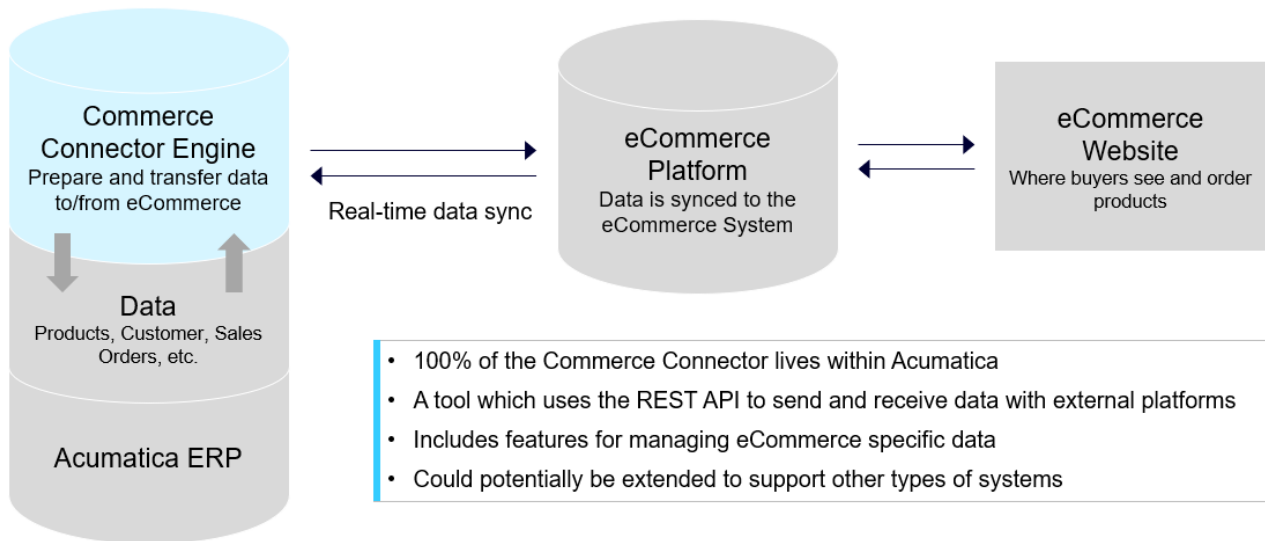
Process returns and refunds in B2B on Shopify, and those updates will be reflected in Acumatica's financial system.

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.

Integration Overview



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](#).