



## Acumatica's Native Shopify Connectors

Scale your ecommerce business on the Shopify platform with back-office automation for item management, order fulfillment, and warehouse management.

Capture online and offline sales orders across channels from both business and consumer customers, making them all visible in the Shopify application. Manage the entire customer lifecycle within Shopify, leveraging native connectivity to Acumatica's inventory and order management 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 seamlessly integrates your Shopify eCommerce website with Acumatica's financials, order management, inventory, warehouse management, and product information, providing a flexible back-office system that scales 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, view customer-specific pricing, quickly access their purchasing history, and utilize their individual payment options. Establish a blended Shopify webstore to handle both corporate (B2B) and consumer (B2C) sales within a single commerce platform or provide your B2B customers with a distinct experience through their own dedicated buying environment.

The Acumatica Retail Edition and B2B on Shopify integration enables merchants to offer both standard stock items and digital items, along 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 in accordance with 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

## B2B Customer Hierarchy

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

## B2B Customer Specific Pricing

Ensure your customers see their appropriate pricing in Shopify. Establish flexible customer-specific pricing in Acumatica and sync to your Shopify site. Pricing can be customized based on unique factors such as customer, location, and customer tiers.

## Include PO Number on Sales Order

Capture the customer's purchase order number right on the sales order for ease of reference and expedited bill payment.

## Product Catalogs

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

## Payment Credit Terms

Map Shopify payment terms to Acumatica credit terms to streamline B2B company data synchronization for account collection activities between platforms.

## 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.

## Real-time Bi-directional Communication

Transmit data bi-directionally between your Shopify front-end and Acumatica back-office software as orders are placed, and your financials are updated. Provide buyers with access to their past orders (both online and offline) within Shopify's My Account area. Allow customers to view their history and order details on the Shopify platform, simplifying repeat sales and activity reporting.

## Product Information Sync

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

## Order Synchronization

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

## 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.

## Sync with Shopify Meta Fields

Import, export, and filter data synchronization with Shopify meta fields, including Stock Items, Orders, and Customers.

## Discounts and Promotions

Configure and synchronize company-specific volume price break rules, discounts, or promotions from Acumatica with Shopify.

## Export Select Data

Export only preferred items and customer data to your storefront using customizable filters.

## Default Currency

Minimize currency conversion discrepancies and simplify reconciliation processes by importing Shopify sales orders, payments, and refunds into Acumatica using the Shopify default currency or the entity's base currency in Acumatica.

## 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 the flow of data to and from each store separately or treat them uniformly.

## Streamline Checkout

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

## Product and Price Visibility

Manage product visibility and pricing by customer type or location, syncing only items with active sales or promo prices to streamline catalog management and align pricing strategies.

## Tax Rate Mapping

Handle multiple tax lines with the same tax ID but different rates with advanced tax rate mapping. A standardized substitution list ensures accurate order imports, reduces errors, and minimizes the need for manual adjustments.

## Unified Management of Returns and Fees

Seamlessly handle returns, refunds, and exchanges with Shopify updates reflected in Acumatica's financial system, including direct exchange imports. Enhance Amazon operations with automated refund fee imports, expanded fee detection, and streamlined reconciliation for accurate financial tracking.

## Create Quotes from Shopify Draft Orders

Experience smoother connectivity between Shopify and Acumatica by importing Shopify draft orders as sales quotes.

## 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](http://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](http://www.acumatica.com) or follow us on [LinkedIn](#).